AUGUST 11, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

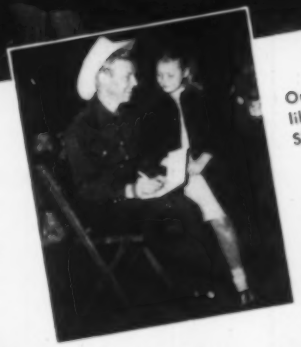
Our tent is always packed with folks like this group at the 1946 Illinois Fair—resting—being entertained—renewing acquaintances.

State Fair ribbon winners always appear on WLS Dinner Bell Time. Art Page is showing this group the control room.

IT HAPPENS EVERY YEAR

And it's happening right now. We opened the 1947 Illinois State Fair Saturday night (August 9) with the original WLS National Barn Dance. Dinner Bell Time broadcasts from the Fair today noon. Our tent is packed... we're meeting old friends and making new ones—we're bringing the Fair to all the folks at home. We'll be at the Wisconsin State Fair next week—then at Indiana two weeks later.

It happens every year, because, for 23 years, WLS has been an actual part of everyday life and living, here in Midwest America.



Our folks meet all the champions, like this 1946 Grand Champion Shorthorn and its owner.

There's always autographing aplenty at the State Fair. Here's Rex Allen, WLS' Arizona Cowboy, with a youthful admirer at the 1946 Fair.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

THE CLIFF EDWARDS SHOW

260 TRANSCRIBED PROGRAMS

Five Quarter-Hours a Week for a Year!

"UKULELE IKE"

HERE'S A PROGRAM YOU CAN SELL!

1—Cliff sings the songs everybody knows as only *he* can sing them! This means—AUDIENCE . . . as proved by his WHB-Kansas City Hooperatings, in a five-month period: 3.2, then 3.7, then 6.2 and up to a 6.7!! Against Breakfast-in-Hollywood and Fred Waring! Cliff s music is universal in appeal!

2—Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians — piano, string-bass, guitar and vibraharp.

3—The music is individually recorded —tune at a time—on 16" transcriptions (lateral cut, 33⅓ r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes . . . so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.

4—These are *specially recorded* transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED EXCLUSIVELY to one station in one market.

5—There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.

6—You put the commercials where you want them, and as many as you want—filling out with music. The average quarter-hour program carries an opening and closing theme (with short commercial), plus two regular commercials —AND FIVE SONGS!

7—We furnish suggested scripts for the musical introductions — but *your announcer* reads them, as well as the commercials. Thus, you have *complete control* of the way the program is arranged, timed and broadcast.

8—The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially the high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful . . . the "swing" is so infectious . . . that the "bobby-sox" listeners and "hep-cats" *love* this music.

JUST LOOK AT THE CLIFF EDWARDS

SUCCESS STORY

- ★ Cliff has appeared in 103 Hollywood motion pictures.
- ★ He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
- ★ He was the voice of the "Black Crow" in Disney's "Dumbo."
- ★ His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
- ★ He appeared in 14 Broadway shows.
- ★ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
- ★ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.

AUDITION RECORDING SENT EXPRESS $5 C.O.D.

. . . together with an option on this feature for your market. The $5 will be applied on purchase price if you buy The Cliff Edwards Show. This offer subject to prior sale.

First in a Series of Advertisements Announcing Programs Available Exclusively through

BROADCASTERS' GUILD, Inc.

HOLLYWOOD • CHICAGO • NEW YORK • T121 Scarritt Bldg., KANSAS CITY • Phone Victor 5243

ANOTHER YANKEE JOINS THE QUARTER CENTURY CLUB

A pioneer New England radio station and one of the original stations of The Yankee Network, serving Providence and Rhode Island for twenty-five years.

WEAN

Acceptance is THE YANKEE NETWORK *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING... at deadline

Closed Circuit

BLUE BOOK may get black eye when survey of industry programming is completed by NAB. Understood careful study of 85 station logs by NAB will show that 67% of programming is commercial, other 33% sustaining. Tabulating of data obtained from scientific sample of industry to be completed within fortnight, with results to be ready for NAB Convention in September. FCC danger point is 80% commercial.

ON STRENGTH of somewhat perplexing advice from FCC, CBS expects soon to complete arrangements for sale of its 45% nonvoting interest in WAPI and acquisition of similar nonvoting interest in KQW San Francisco [CLOSED CIRCUIT, June 9]. FCC told network last week that 45% isn't control, but in effect warned that control doesn't always reside in stock alone. CBS going ahead with negotiations on basis that it definitely won't control San Francisco affiliate, which it sought to buy outright in $950,000 transaction turned down by FCC. Sequel would be sale of its minority in WAPI at nominal figure to Ed Norton-Thad Holt combination which control WAPI. Negotiations on KQW 45% are in $275,000 to $300,000 range. Brunton ownership would retain 55%.

IN TOP echelon of President Truman's entourage on upcoming Rio de Janeiro-South American flight will be J. Leonard Reinsch, Presidential radio adviser and managing director of Governor Cox radio stations. Trip, expected to start in early September, may preclude Mr. Reinsch's attendance at NAB Convention.

MEETINGS of Eastern and North Central broadcasters and publishers with video interests called for Aug. 27-28 at Chicago's Palmer House to formulate plans for New York-Chicago television network, utilizing microwave radio relay links. Plan understood to contemplate Northern route through Buffalo, Cleveland, and Southern route through Indianapolis, Cincinnati and Philadelphia.

NAB's weak link, its FM Dept., to be forged into strong unit. President Miller, recognizing rapid growth of FM and need of new stations for guidance, will name Arthur C. Stringer as department head. New director, who has completed series of station management studies, has extensive background in station operation and promotion. NAB's FM Committee to meet Aug. 25 in Washington, headed by Leonard Asch, owner of pioneer FM station WBCA Schenectady and also member of FM Assn. board of directors.

SCHEDULED for advance private showing within two weeks is *March of Time* treatise on radio, depicting booming growth of medium with gross sales of over 400 millions for past

(Continued on page 90)

Upcoming

Aug. 12: BMI Board, BMI Hdqrs., New York.

Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.

Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.

(Other Upcomings Page 83)

Bulletin

FRANCES FARMER WILDER, CBS consultant on daytime programs since 1944, resigns effective Sept. 1 to join Social Research, Inc., Chicago, as director, West Coast division. Mrs. Wilder also plans to resign as president, Women Broadcasters Assn. She was education director, Columbia's Pacific network for six years before becoming network's daytime programs consultant.

PAY INCREASE agreement reached between CBS Hollywood and Local 45 IBEW for sound effects men who shifted from AFRA to engineer union. One year contract, retroactive to June 1, calls for average 39½% increase putting sound effects men within 11% of CBS New York soundmen salaries.

STAN SCHLOEDER, assistant timebuyer for BBDO, New York, named timebuyer. Among accounts is Squibb & Sons Co.

NBC, GUILD NEAR ACCORD

CONTRACT dispute between NBC and news writers of Radio Writers Guild reportedly near compromise settlement. Negotiations over few remaining grievances resuming early this week, according to Ben Meyers, who is attorney representing writers union.

Business Briefly

SQUIBB SPOTS ● Squibb & Sons Co., New York, will start seven-week announcement campaign to introduce new dental cream Sept. 8 in about 42 markets. All media to be used. Agency, BBDO, N. Y.

CHEMICAL RENEWAL ● American Cyanamid Co., New York, effective Sept. 29 for 52 weeks renews *The Doctor's Talk It Over* on ABC, Mondays, 10-10:15 p.m. Agency, Hazard Adv., New York.

STEEL DISCS ● Series of 13 quarter-hour discs for American Iron & Steel Institute to be produced by NBC recording division for local sponsorship in autumn by institute's local members.

NAMES AGENCY ● Charm-Kurl Home Permanent Wave, St. Paul, names Harry B. Cohen Adv. Co., New York, as agency. Radio likely to be used in campaign to be ready within short time.

'BEST SHOW' SERIES CARRIES $15,000 BUDGET

CONTRACT for "best show of the year" of top talent, to be sponsored by unidentified firm, signed in Los Angeles with AFRA by D. N. Stauffer, vice president of Sullivan, Stauffer, Colwell & Bayles. Program had asking price of $15,000 weekly for package with part of sum going to talent union relief fund.

Performers themselves will pick program for series, tentatively titled *Show of the Year*. Credit lines will be given regular advertiser by proposed unidentified sponsor. Among those who will participate are Eddie Cantor, Edgar Bergen, Bob Hope, Jack Benny, Ed Gardner, Burns and Allen, Abbott and Costello, Red Skelton, Fibber McGee, Dick Haymes and Ralph Edwards. They will get substantial fee.

NAB Group Completes Draft of Code

COMBINED NAB committees late Friday wound up two-day study of provisions of new Standards of Practice to be submitted to board prior to Atlantic City convention (see photo page 83). Final preening given document at Washington session.

Under chairmanship of Merle S. Jones, WCCO Minneapolis, Program Executive Committee and Special Standards of Practice Committee went into details of document [BROADCASTING, July 28]. Most attention devoted to refinements of language, with few changes in basic provisions. Code was drawn up by special standards committee headed by Robert D. Swezey, MBS.

Reports of commercial and program subcommittees submitted at two-day meeting. Remaining in code are three-minute ban on commercial content of quarter-hour programs (actually 2½ minutes except in case of participating programs), and ban on middle commercials in newscasts under 15 minutes.

No punitive clause incorporated in code due to antitrust laws. Operation of code expected to come under direction of Harold Fair, NAB Director of Programs.

Procedure to be followed in presenting code to industry to be decided within fortnight. Understood NAB President Justin Miller anxious to have floor discussion of provisions by industry at Atlantic City convention.

Two-day joint committee session marked by agreement on most provisions, with little heated argument. Adoption of document wound up task started little over four months ago, with high praise given drafters who worked with Mr. Swezey.

FUN makes a market, too!

People out for fun spend money . . . That's why serving tourists is an important business in the Nashville area. Attracted by historic buildings, resorts and Tennessee Valley power developments—tourists add over 39 million dollars yearly to retail sales in this market area. . . .Total retail sales of 356 million dollars make a rich territory for your quality products—and it can be covered for you at reasonable listener cost over WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN

•

MUTUAL

5,000 WATTS • 980 KC

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by **THE KATZ AGENCY, INC.**

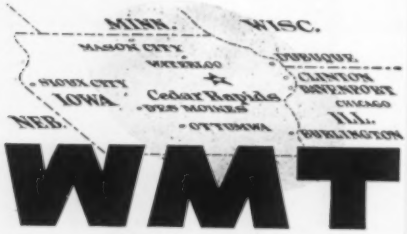
"Mr. TIME-BUYER, We Love You When You Use Our WMT!"

"We're the WMTland twins. We represent the prosperous farm and urban markets you reach in Eastern Iowa.

"Loyal WMT fans, of course. We count on WMT for emergencies. Like the time Chuck Worcester, WMT Farm Service Director, located 13,000 bushels of badly needed soybean seed supplies, after a terrific flood.

"But even without emergencies we count on WMT for CBS shows and local programs we city *and* farm Iowans like."

Mr. Time-Buyer! Take the hint. Capture the twins' affection for YOUR product with the "station of the stars".



WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

BROADCASTING
TELECASTING

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SOL TAISHOFF
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• Reg. U. S. Pat. Office

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FOR ONE-STATION COVERAGE OF THE ENTIRE HAWAIIAN ISLANDS

KULA

Most powerful, only full-time clear channel station in this major market

Hawaii

10,000 WATTS 690 KILOCYCLES ABC AFFILIATE

SOME HAWAIIAN SURPRISES

SURPASSING ALL THE STATES, THE TERRITORY OF HAWAII WAS FIRST IN EFFECTIVE BUYING INCOME PER FAMILY IN SALES MANAGEMENT ESTIMATES FOR 1946.

Among the 200 leading cities, Honolulu was 40th in population, 37th in retail sales, 22nd in food group sales and 21st in drug store sales. Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA. Maintaining mainland broadcasting standards . . . staffed by popular island radio personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

PACIFIC FRONTIER BROADCASTING CO., LTD.

STUDIOS—1525 KAPIOLANI BLVD., HONOLULU, HAWAII

For data on the Hawaiian market and rates and details about KULA see

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

HOW te

THE NATIONAL BROADCASTING COMPANY · HOLLYWOOD · SAN

Sell a Premium Product

with 15 minutes of talk

Fifteen years ago, the Tillamook Creamery Association decided that radio might help them to market their quality Cheddar cheese. Production was small, competition keen, and Tillamook sold for three to four cents more than other leading brands on the West Coast. Experimentally, they bought a weekly quarter-hour of NBC Western Network's *Woman's Magazine of the Air*. Tillamook cheese began to flow into customers' market baskets in gratifying quantities.

In 1936, the Tillamook Association neatly tied program, product and campaign into one compact package. They took the *Magazine's* master of ceremonies, Bennie Walker, teamed him with Tillamook's cooking expert, Nancy Parker, and stepped up the schedule from a seasonal cycle to a year-round effort. There were no frills, no "names", no pressure—just two people, talking for fifteen minutes, once a week, about recipes . . . and cheese; with sales messages blended into Walker's free-and-easy patter to sustain the natural correlation between program and commercial content.

It pulled, it sold, it stayed. Mail requests for a sample recipe booklet, issued in quarterly editions, have averaged 300 to 400 a week for years. Premium offers of practical articles pull 4,000 a month. One offer of a five-pound cheese, sent postpaid, sold between two and three *tons* the first week.

These spot checks have milestoned a steady rise in the sales curve through the years. From 1934, their first full year on the air, through the decade to 1944, Tillamook net dollar volume tripled. Best of all, for every penny invested in *Bennie Walker's Tillamook Kitchen*, and its seven NBC Western Network stations, Tillamook Creamery Association members received a generous dividend over and above the going market price for cheese.

It's an outstanding success story, but not unique. Scores more NBC Western Network clients have tried the selling power of America's Number 1 Network in the Rocky Mountain and Pacific Coast states and found it infinite. Names like Standard of California, Sperry Flour, Richfield Oil, Safeway Stores, and many more know it. Why not put this power behind your product—now?

D • SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America

IT PAYS TO COVER THIS RICH MARKET

EASTON, PA.

WEST

(Established 1936)

A STEINMAN STATION

NBC AFFILIATE

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

Feature of the Week

WFMZ executives include (standing, l to r): John C. Pratt, treasurer; Keith Rogers, chief engineer; Jackson Frederick, secretary; seated, Millard L. Fisk, vice president; Raymond F. Kohn president.

* * *

FIVE GIs, who returned to civilian life less than two years ago with an FM station dream, are the operators of a new outlet in Allentown, Pa. They have two consoling thoughts—a list of 22 sponsors and recollections of the most exciting debut in FM history.

That debut—on the night of July 30—took place in Allentown's West Park before a crowd of 15,000. Among performers who appeared in person before the WFMZ microphones were: Fred Waring and choir, Ella Logan, Ezra Stone as m.c., Deep River Boys, Victor Damone and Lt. Gen. Joseph L. Collins, Deputy Chief of Staff.

The five ex-service men jumped

(Continued on page 76)

Sellers of Sales

A SWITCH from the academic confines of the classroom to the competitive hustle-bustle atmosphere of the advertising agency is not the easiest thing in the world to imagine, let alone accomplish. But Armella Smerge, Campbell radio timebuyer of Olian Advertising Co., Chicago, made such a change and today she is very glad she did.

Born in Chicago, Armella graduated from Resurrection High School in 1936 and Rosary College in River Forest, Ill., in 1940. It was then that she decided to make a career out of teaching. She chose the subject of "speech" which she taught at St. Giles in Oak Park and, later, St. Luke's in River Forest, thus returning to an old stamping ground but this time in the capacity of teaching rather than learning.

Armella taught two semesters, then was bedded with a strep infection for a whole year, during which time she had a good deal of time to examine the nature of the profession which she had originally selected for a life-long career. It had proved to be a strenuous one, and entirely aside from financial reasons—in those days teachers' salaries were not exactly attractive either, though they had scarcely begun to invite the attention of public concern and disapproval—Armella decided then and there to make a change.

When she recovered in the middle of 1942, Armella turned her efforts to the advertising agency field, applying for a job at MacFarland, Aveyard & Co., Chicago. There she started working in the research department, and a month later was transferred to that agency's radio department. Armella recalls that the transfer was probably the turning point in her life because her boss left town a short time later on a two-month trip and Armella found herself with a big campaign on her hands for United Wall Paper Factories, Inc.

Armella

It was her first actual contact

(Continued on page 74)

THE WFBC SERVICE AREA
South Carolina's BEST MARKET

First
. . . in Population
1,925,016
. . . Radio Homes
224,754
. . . Retail Sales
$290,474,000

BUY FAR YOUR BEST BUY IN SOUTH CAROLINA

NBC Station for the Greenville-Spartanburg-Anderson Market

Represented by
AVERY-KNODEL, INC.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

WIP

PHILADELPHIA'S PIONEER VOICE

Announces the appointment of

EDWARD PETRY & CO. Inc.

AS

NATIONAL REPRESENTATIVES

WIP-FM • DIAL 610-97.5 • IT'S MUTUAL

NO. 21—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

STEPPERS!

Above, dear reader, you observe "a known reaction to a given stimulus". Jack Thompson of our Chicago Office has just heard that one of our spot-radio accounts is breaking into some new markets soon. So *Run, Don't Walk* is the order of the day!

Yes, there's a moral here. No matter how large or small your current radio problem is, *we want to help you solve it*—and we think you'll find that all of us are very fast steppers, here at F&P.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

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Pioneer Radio and Television Station Representatives
Since May, 1932

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BROADCASTING
TELECASTING

VOL. 33, No. 6 WASHINGTON, D. C., AUGUST 11, 1947 $7.00 A YEAR—20c A COPY

Denny, Jett and Durr May Quit FCC

Resignations Prior To End of Year Possible

By SOL TAISHOFF

THREE MEMBERS of the FCC—Chairman Charles R. Denny, and Commissioners E. K. Jett and Clifford J. Durr—may resign before the year's end.

And the next chairman of the FCC may be J. Leonard Reinsch, radio adviser to President Truman and managing director of the Governor James M. Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton).

Although tight-lipped silence has been maintained by the Commissioners, speculation has centered upon their departure from the radio regulatory scene for some weeks.

A combination of circumstances might motivate the resignation of Mr. Denny but the most important factor is regarded as economic. Mr. Denny, who has served as FCC chairman since February 1946, and who previously had distinguished himself as general counsel, is expected to resign sometime following the conclusion of the International Telecommunications Conferences at Atlantic City, over which he is presiding.

Confers With Sarnoff

The 35-year-old official within the last fortnight has conferred with David Sarnoff, RCA president, and Niles Trammell, president of NBC. Three years ago, while he was FCC general counsel, Mr. Denny had been proffered the NBC general counselship. It is presumed that matter again came under discussion. The vice presidency and general counselship of NBC was vacated only a week ago through retirement of A. L. Ashby [BROADCASTING, Aug. 4]. Mr. Denny has several other pending offers, including law firm partnerships.

Mr. Jett has had several opportunities to leave the FCC in recent years but would be disposed to remain as long as Chairman Denny, whom he holds in highest esteem, continues in the chairmanship.

Mr. Durr, extreme left-winger of the Henry A. Wallace school, and leading proponent of direct government control of programming, faces a reappointment fight when his term expires next June 30. He may want to beat the gun. He is mentioned for law professorships either at Yale or at his alma mater, the U. of Alabama.

Thus, a new majority of the Commission could take over within the next few months and alter the whole philosophy of radio regulation without a single change in the radio law. The only veteran member would be Vice Chairman Paul A. Walker, who has served since creation of the FCC in 1934. Commissioner Rosel H. Hyde, Republican of Idaho, assumed office on April 22, 1946. Commodore E. M. Webster, who assumed office on April 10, has not yet had occasion to participate in a regular meeting of the Commission at its Washington headquarters, having been occupied with his technical duties as a delegate to the International Telecommunications Conferences at Atlantic City.

The Commission's newest member, Representative Robert F. Jones, Ohio Republican, does not assume office until Sept. 3.

Mr. Reinsch, confidant of the President since the vice presidential campaigning days of 1944, would be in a strong position for the FCC chairmanship, if he wanted it. Now a resident of Atlanta, he has been in radio for over 20 years, having started out on WLS Chicago in 1924. The 39-year-old broadcaster served as radio director of the Democratic Committee during the last campaign and has been active in industry affairs both as a member of the NAB and BMI boards.

Mr. Jett, a retired naval officer who has been identified with federal radio regulation since its earliest days, also is a member of the American delegation to the ITC. He has had a number of offers in private life, including the engineering directorship of the NAB, which he rejected several months ago. He is now being urged to become a candidate for membership on the proposed new International Frequency List Commission which would undertake a full-scale reengineering of the radio spectrum between 10 kc and 30 mc and thereafter keep it current for world use.

There is one definite hitch in Mr. Jett's position. As a foremost allocation expert, he is regarded as ideally qualified for membership on this Commission. He would be willing to become a candidate if headquarters of the organization are established at Lake Success under United Nations auspices as originally contemplated, it is understood. But it is doubted whether he would permit his name to be considered if headquarters are established in Europe, as now appears likely. Present frequency registration headquarters are at Berne, Switzerland (known as the Berne Bureau) and indications in Atlantic City last week were that the European bloc probably could muster enough votes to prevent the two-thirds required to relocate the bureau in the Western Hemisphere. It is expected that the vote will be reached within two weeks.

Contingent on Location

Thus, if Commission headquarters are moved to Lake Success, those close to Lt. Jett feel he will become an active candidate. Otherwise, it is assured he would be disposed to remain on the FCC.

The $10,000 salary limitation for members of the FCC is regarded as largely responsible for the thinking of both Messrs. Denny and Jett. Mr. Durr may also feel that way but other circumstances, largely political, are unquestionably involved.

Mr. Denny, father of three children, has been in government service virtually since his graduation from law school in 1936. He served for one year with a Washington law firm and then joined the Dept. of Justice, rising swiftly in governmental legal ranks. Former FCC Chairman James Lawrence Fly brought him to the Commission as an assistant general counsel in 1941 and Mr. Fly's successor, Paul A. Porter, was largely instrumental in his appointment to a commissionership and to the acting chairmanship in early 1946 and the chairmanship last December.

While Mr. Denny's decision would be premised largely upon economic considerations, there can be no doubt that the recent withdrawal of the nomination of Ray C. Wakefield for reappointment to the Commission was a blow to

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Next Congress Will Be Urged To Adopt Foundation Plan

ATTEMPTED RESURRECTION of the State Dept.'s Foundation Plan for international broadcasting is on Assistant Secretary William Benton's must list, it was learned last week.

The Foundation, a projected 15-man super board of directors to manage a semi-public corporation to take over the "Voice of America," was cold-shouldered by Congress last winter, and met only tepid industry reaction [BROADCASTING, March 31].

The plan was a year in the making and was submitted to Congress with an urgent recommendation from Secretary of State George C. Marshall that immediate action be taken. The State Dept. has pushed continually for acceptance of the plan, although its advocacy has been veiled in the last few months by reference only to a "permanent" broadcasting organization.

The seven international broadcasting licensees who have U. S. contracts for transmitting or programming the "Voice of America" have supported the Foundation Plan with many reservations. During a conference with Secretary Marshall in May [BROADCASTING, May 12] they agreed "in principle" that some sort of permanent organization was needed, and that for lack of a better plan, the Foundation should be studied.

The State Dept. now operates the "Voice" without permanent authority from Congress. The Mundt bill (HR 3342) which would grant this authority seems virtually assured of favorable action by the Senate next session. It has already passed the House and was favorably reported by the Senate Foreign Relations Committee with only one dissenting vote.

Apparently on the strength of this possibility, Assistant Secretary Benton now plans to plug harder than ever for the Foundation, with a view to taking it to Congress again next year. It received so little attention last session that it was not even introduced as a bill, in spite of Secretary Marshall's strong advocacy, usually successful with Congress.

Meanwhile, Mr. Benton met with the Secretary last week. The discussion centered around the re-

(Continued on page 86)

CBS Board Votes 50c Cash Dividend

Applies to Class A and B Stock; Firm's Net Income Down

CBS BOARD of directors last week declared a cash dividend of 50 cents a share on the present class A and B stock of $2.50 par value, payable on Sept. 5, 1947 to stockholders of record at the close of business on Aug. 22, 1947.

Gross income of CBS for 26 weeks ended June 28, 1947, was $51,411,368, compared with $46,582,052 for a similar period in 1946. However, operating expenses and cost of goods sold for the former period were $25,359,323, against $21,726,830 in 1946. After deduction of these and other expenses CBS income before federal taxes for the period ended June 28, 1947 was $4,718,707, against $5,212,716. Net income for the period, after taxes, was $2,919,507, against $3,200,716 in 1946. Earnings per share were $1.70, against $1,86.

Of the 1947 net income listed above, $1,936,261 or $1.13 a share was realized from CBS broadcasting operations and $983,246 or $.57 a share from its record manufacturing operations. These figures compare with $2,381,683 from broadcasting and $819,033 from record manufacturing during the 1946 period.

GE Lamp Div. Returns To Air; On NBC, ABC

GENERAL ELECTRIC Co., Schenectady (Lamp Division), through BBDO, New York, has bought the Monday, 10:30-11 p.m. period on NBC, it was disclosed last week. Although talent contracts had not yet been signed it was reasonably certain that Fred Waring and his orchestra would be sponsored in that period.

This marks the first time GE Lamp Division has returned to radio since it dropped sponsorship of the Phil Spitalny *Hour of Charm* program last year.

The advertiser also will sponsor Willie Piper on ABC starting in September. Time is not definitely set but will be on Wednesday or Thursday night. Show is currently heard sustaining Thursdays, 7:30-8 p.m.

'Cavalcade' Resumes

E. I. duPONT de NEMOURS & Co., Wilmington, Del., (institutional), following summer hiatus, on Aug. 18 resumes weekly *Cavalcade of America* on 143 NBC stations, Mon., 8-8:30 p.m. (EDST), with West Coast repeat 7:30-8 p.m. (PST). Dramatization will be "The Iron Horse," with Robert Young and Walter Brennan starred. Robert Armbruster continues as musical director with Gayne Whitman announcer. John Zoller is Hollywood director-producer of BBDO New York, agency servicing account. Bill Karn is network producer and Robert Brook technician.

PACIFIC NETWORK HOOPERS

(JULY)

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or −	Position
1. Jack Paar Show*	6	American Tobacco	Foote, Cone & Belding	14.8	--	----	--
2. Can You Top This?	6	Colgate-Palmolive-Peet	Ted Bates Inc.	10.8	6.6	+4.2	45
3. Mr. District Attorney	6	Bristol-Myers	Doherty, Clifford & Shenfield Inc.	10.3	14.3	−4.0	1
4. Your Hit Parade	6	American Tobacco	Foote, Cone & Belding	10.2	7.3	+2.9	33
5. Adv. Philip Marlowe	6	Pepsodent Div.-Lever Bros.	Foote, Cone & Belding	9.9	--	----	--
6. Crime Doctor	5	Philip Morris & Co., Ltd.	Biow Co.	9.8	9.2	+0.6	13
7. Blondie	5	Colgate-Palmolive-Peet	William Esty & Co.	9.7	10.1	−0.4	7
8. The Whistler	6	Signal Oil	Barton A. Stebbins Adv.	9.6	13.2	−3.6	3
9. Inner Sanctum	6	Emerson Drug	BBDO	9.5	--	----	--
10. Rexall Summer Theatre	6	Rexall Drug	N. W. Ayer & Son	9.2	--	----	--
11. This Is Your FBI	6	Equitable Life Assurance Society	Warwick & Legler	9.0	8.4	+0.6	--
12. Fred Waring Show	6	S. C. Johnson & Son	Needham, Louis & Brorby	8.7	4.5	+4.2	77
13. Drew Pearson	6	Frank H. Lee	Wm. H. Weintraub & Co.	8.7	4.4	+4.3	80
14. Richard Davis, Special Investigator	6	Union Oil Co. of California	Foote, Cone & Belding	8.3	--	----	--
15. Meet Corliss Archer	5	Campbell Soup.	Ward Wheelock	8.0	1.5	+6.5	132

* Includes First and Second Broadcast

ABBOTT AND COSTELLO, ABC IN 5-YEAR PACT

ABC last week signed a five-year contract with Bud Abbott and Lou Costello [BROADCASTING, July 28], under the terms of which the comedy team will be sponsored on a cooperative basis.

In the plan set up and developed by Charles C. Barry, ABC vice president in charge of programs, Abbott and Costello will be made available to local sponsors in the U. S. and Canada, with the program specially transcribed in Hollywood. Program time will be announced this week.

The comedy team just completed four years under the sponsorship of the R. J. Reynolds Tobacco Co., and was last heard on NBC.

Candy Firm Sponsors

CARDINET CANDY Co., Oakland, Calif. (U-No bars, Baffle bars), on Aug. 8 started weekly *David Street Show* on eight NBC Pacific stations, Fri., 8-8:15 p.m. (PST). Besides David Street, tenor, program includes the Mello-Larks, vocal group, with Ernie Felice directing the Ernie Felice Quartet. Don Forbes is announcer. Sam Koerner handles production, and David de Korvent writes narration. Agency is Elliott-Daly Adv., Oakland.

National Guard Awards Gardner 1948 Contract

NATIONAL GUARD'S $850,000 advertising contract for the 1948 fiscal year was awarded last week to the Gardner Adv. Co. of New York and St. Louis, according to an announcement by Major General Butler B. Miltonberger, chief of the War Dept.'s National Guard Bureau.

Bids for the account were made in June by seven leading agencies, but decision was withheld pending availability of funds. Purpose of the campaign is to inform the public of the necessity of maintaining an expanded National Guard.

Drawn for BROADCASTING by Sid Hix

"Albert is getting good at throwing his voice, don't you think?"

WBKB EXPECTED TO U ITS VIDEO RATES SOON

WITH CHICAGO receiver deliveries climbing steadily, WBKB video station in the Illinois metropolis, has named Aug. 15 as probable date when set census will exceed 5,000, thus paving the way for new rates.

Under terms of WBKB's rate card, established a year ago, basic hour rate then will increase from $200 (on 1,000-15,000 set basis) to $375. The latter rate will apply until 15,000 receivers are reported in use in the Chicago area.

Renewals were signed by Keeley Brewing Co., sponsors of wrestling and boxing three times weekly and forthcoming sponsor of Chicago Rockets professional football games this fall; Botany Worsted Mills Inc., weather forecasts, and Elgin Watch Co., time spot announcements. Respective agencies are Malcolm-Howard, Chicago, Silberstein-Goldsmith Inc., New York, and J. Walter Thompson Co., Chicago.

Ted Lewis Show Bought By Brewer for Fall Use

BURLINGTON Brewing Co., Burlington, Wis. (Van Merritt Beer), has purchased *The Ted Lewis Show*, transcribed half-hour program packaged by Chartoc-Coleman Productions, for use this fall on stations in following eight key cities, Chicago, New York, Los Angeles, San Francisco, Cleveland, Boston, Philadelphia, and Pittsburgh.

While stations have not as yet been determined, Harlow Roberts, radio director of Goodkind, Joice and Morgan, Chicago agency handling contracts, said there were a number of availabilities. Choice of stations and time, he indicated, is being held up pending a clearer picture of fall schedule availabilities and resumption of normal standard time operation.

Weiss Hits 'Ruthless' AFM Demands

Plot to Hold Back FM Is Denied At Probe

AFM is "a thing apart from any process known as democracy," Lewis Allen Weiss, MBS board chairman and Don Lee vice president and general manager, told the House Labor Subcommittee investigating activities of the union and its president, James C. Petrillo.

Testifying in Los Angeles Aug. 7 before Rep. Carroll Kearns (R-Pa.), subcommittee chairman, Mr. Weiss tore into the union with denunciations of its methods under Petrillo's dictatorship and disclosed a new attempt by AFM to extract unjustified fees even as the subcommittee was conducting its inquiry.

Mr. Weiss, under subcommittee questioning, denied that broadcast interests are deliberately trying to hold back FM development. He called it a better way of transmitting sound "but not over distance."

The subcommittee's investigation into the AFM's television policy was met by evasive answers from witnesses for film interests and the union, drawing threats from Irving G. McCann, subcommittee counsel, to resort to full governmental authority to compel direct responses.

Mr. Weiss revealed in detail some of the AFM's pressure tactics in negotiating with broadcasters. He described the new attempt by the Petrillo union to exact enormous fees for use of transcriptions in networking a program on the Coast.

New AFM Demand

This latest demand, made early last week, called for an additional $12,000 recording fee on *Songs of the Stranger*, 13-week half-hour series which had been transcribed for 43 western stations unable to clear time during its live origination, he said. He termed the demand "ruthless and illegal."

Pointing out that the union itself recognized the right of an individual station or stations to transcribe a program it is unable to carry at the time of live origination, he cited the AFM's uncompromising attitude in refusing a regional network the right to do likewise. He showed that it was impossible to pipe the program to each station live since available lines at the time of broadcast were carrying a regional origination.

Mr. Weiss said this type of practice is not new, describing an incident on the *Fitch Bandwagon* several years ago. At that time AFM demanded recording fees in a similar situation. Don Lee network refused payment and MBS was equally firm. Music Corp. of America paid the charges, he testified, and in turn charged the advertising agency which then deducted the amount from its payment to MBS.

He told of an attempt by AFRA to obtain similar rights during negotiations. This was prior to passage of the Lea Act, he said. Following passage of the act and later enactment of the Taft-Hartley labor law, he said, there have been no further demands of this sort in AFRA negotiations. He concluded there could be no legal basis for the demands.

Going into jurisdiction of AFM locals, Mr. McCann asked Mr. Weiss if locals were able to make contracts. Mr. Weiss replied that locals could negotiate wages but were without authority on "quotas or even working conditions." He emphasized the centralization of authority in President Petrillo, characterizing it as "domination and despotism of one man."

Asked if he would liken AFM to a cartel, Mr. Weiss said their structures were similar and defined AFM as "a thing apart from any process known to democracy."

Don Lee pioneered in FM, Mr. Weiss said, recognizing its suitability "to wider range of tone in terms of frequency," particularly in its fidelity on music transmission. "Without live music FM is just another system," he added.

When Chairman Kearns asked if certain of the "dominant broadcast interests" were deliberately holding back FM, Mr. Weiss said he thought not. Recognizing that heavy investors in AM were not likely to turn to FM for obvious reasons, he did not feel that any general intent existed to hold back FM.

Criticizes 'Boycott'

Measuring his words, he said, "FM is a better, simpler and more economical way of transmitting sound," but not over distance. He expressed belief that high-power clear-channel stations would always continue to service sparsely populated areas more economically and concluded that while FM is "a threat to investments, it is not fatal although there will be diminution."

Mr. Weiss traced his experience in dealing with AFM during his 17 years as a network executive, emphasizing the "illegal" principle of defining an employer's labor requirements. He scored the secondary boycott practice by which pressure is exerted on affiliate stations through threats to the network.

Motion picture companies "had a gun pointed at their heads" in 1946 television negotiations, Burton A. Zorn, special counsel for film makers, testified, the gun being threats to force a shutdown of studios by denial of music.

Compromise between AFM and Earl Carroll, night club operator, was reached during last week's hearings when the union reduced its wage demands.

Questioning of officials of the Los Angeles local who participated in

(Continued on page 89)

KOEPF NAMED TO HEAD TV FOR FORT INDUSTRY

JOHN KOEPF, Washington manager of the Fort Industry Co., has been appointed television manager of that company and will begin his new duties at the headquarters office in Detroit on Aug. 18.

Mr. Koepf

Mr. Koepf will be responsible for planning and directing the building of the company's television stations. WTVT, Fort Industry Co. video station, is under construction in Toledo, and the company holds a television construction permit in Detroit. Mr. Koepf will be in charge of the building of those two stations, in conjunction with E. Y. Flanigan, Fort Industry manager in Toledo, and Ralph Elvin, managing director of WJBK Detroit. In addition he will coordinate the television plans of the company in other cities where station applications are to be made.

After four years active duty in the Navy, Mr. Koepf joined Fort Industry in January 1946. Prior to the war he was in charge of radio activities for Procter & Gamble Co., Cincinnati, and was sales promotion director of WLW Cincinnati and promotion editor of the *Cincinnati Post*.

Nationwide Contest to Decide Finest High School Radio Voice

CONTEST to determine the all-American high school radio voice, with every student in the nation eligible to compete, will be staged as a feature of National Radio Week [CLOSED CIRCUIT, Aug. 4]. Plans for the week are nearing completion under direction of a joint NAB-RMA committee.

The U. S. Office of Education has signified its approval of the essay-radio delivery contest and will lend its support by encouraging school administrators and teachers to cooperate.

While the topic on which student entries will write and speak has not been announced, present plans call for a subject concerning both broadcasting and current history.

School and local winners will compete in regional contests, with national winners to be selected from perhaps three leading contestants. The final selection is to be made at a public ceremony slated for New York or Washington. Local and regional prizes will be awarded. Each national winner will receive a substantial award such as a scholarship. In addition, schools represented by local and regional winners are to get receiving sets as awards.

Unlike the first two Radio Week events, staged in 1945 and 1946, the 1947 celebration will be intensely promoted by NAB. Work is progressing on promotion and worksheet material and this will be distributed at least a month in advance of Radio Week.

Marking the 27th anniversary of broadcasting, the celebration will be supported by a number of related business associations. These include FM Assn., Television Broadcasters Assn., National Assn. of Women Broadcasters, National Retail Furniture Assn., National Music Merchants Assn., National Electric Retailers Assn., American Federation of Advertisers, Radio Executives Club of New York and AAAA.

Letter-Writing Contest

A second contest, based on letter-writing entries from women, will be an elaboration of the 1946 contest staged by the National Assn. of Women Broadcasters, under direction of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Regional organization in both contests is expected to follow the NAB districting pattern. The letter competition may be based on program preference. Prizes will include radio consoles, to be provided by RMA member manufacturers.

Networks already are working on special programming for the Radio Week. FMA will feature an FM Day Oct. 29 and it is arranging events designed to point up the advantages of that form of transmissions as well as to promote all broadcasting.

Promotion material will include a workbook for broadcasters, dealers, advertisers and others. Some 30,000 copies will be mailed about mid-September. Posters, streamers and price tags will call attention to the millions of dollars worth of entertainment available for the price of a receiver. An eight-page folder will be available to cooperating retail trade associations for distribution to members.

NAB will prepare special scripts, announcements and other material. A special Radio Week booth at the NAB convention Sept. 15-18 at Atlantic City will follow a billboard motif.

Biggar Quits WIBC; Church Gets Post

L. B. Wilson to Take Over WCKY Management Sept. 1

Mr. Biggar

Mr. Church

KEN CHURCH, former manager of WCKY Cincinnati, has been named general manager of WIBC Indianapolis effective Sept. 1 [Closed Circuit, Aug. 4]. He succeeds George Biggar, whose future plans are unannounced. L. B. Wilson, WCKY president, will assume Mr. Church's duties at the station.

Mr. Church started in radio with KMOX St. Louis in 1932 as sales head. He later became assistant general manager and commercial manager. In October 1941 he left KMOX to join WKRC Cincinnati, where he remained until December 1944, at which time he went with WCKY as executive vice president and general manager.

Mr. Biggar is a former director and assistant to the general manager of WLW Cincinnati. Prior to that position he had been with WLS Chicago since 1924. He is president of the Assn. of Indiana Broadcasters, a member of the Standards of Practice Committee of NAB, and is chairman of Employe-Employer Relations Committee of the NAB Eighth District.

WCKY NAMES McKINNIE NATIONAL SALES CHIEF

APPOINTMENT of Ralph E. McKinnie, formerly with the Paul H. Raymer Co., New York, as national sales manager of WCKY Cincinnati was announced last week coincident with announcement that the L. B. Wilson station has opened New York offices and is setting up facilities for handling business out of Chicago and other cities.

Mr. McKinnie

Mr. McKinnie's offices will be at 480 Lexington Ave., New York. He will have as his assistant Kathryn T. Callahan, former office manager and assistant to H. B. Humphrey of the H. B. Humphrey Co.

For five years Mr. McKinnie served in the Navy, and was a lieutenant commander in command of the *USS Portunis*. In addition to his experience with the Raymer Co., he has had extensive sales and promotion experience with Bell & Howell Co. and the Pure Oil Co.

ASCAP, INDUSTRY MEN TALK 1948 AGREEMENT

TOP EXECUTIVES of the NAB and the joint music committee of the broadcasting committee met with ASCAP officials in New York last week to lay the groundwork for a 1948 agreement. No major decisions were reached in a three-and-a-half-hour session but it was understood the talks would be resumed before the NAB convention opens in Atlantic City.

The ASCAP delegation was headed by its president, Deems Taylor, recently returned from the Confederation meeting in London. Others present were Theodore C. Streibert, president of WOR New York, chairman of the joint music committee; C. E. Arney Jr. and Don Petty of NAB; Campbell Arnoux, WTAR Norfolk; Julius Brauner, CBS; Walter Haase, WDRC Hartford; Robert Mason, WMRN Marion, Ohio; Joseph A. McDonald, ABC; Ed Souhamy, NBC; John Shepard 3rd, Yankee Network, and Ed Yocum, KGHL Billings, Mont.

ASCAP representatives, in addition to Mr. Taylor, were Stanley Adams, Fred Ahlert, Otto Harbach, John O'Connor, Lester Santley, Herman Finkelstein, Richard F. Murray and Julius Collins.

STRIKE AUTHORIZATION BEFORE CHICAGO'S RDG

CHICAGO UNIT of the Radio Directors Guild will meet this week (Aug. 11-17) to discuss whether it should authorize the negotiating committee to call a national strike if necessary in lieu of the networks' joint refusal to recognize the Guild as bargaining agent for freelance, agency and production package directors.

Burr Lee, head of the Chicago unit, pointed out that the Chicago network-director contract is on a three-year basis and still has two years to run, and that this week's meeting is not for the purpose of authorizing a strike immediately but merely to provide an expression of "confidence" should the negotiating committee deem a strike necessary in the long run pending refusal of the networks to reopen negotiations.

The New York local already has unanimously voted a strike authorization, with Los Angeles expected to act shortly. If all locals concur in such an authorization, then a move would be initiated by the Guild to approach the networks once again.

Named to NAB Group

J. ROBERT GULICK, sales manager of WGAL Lancaster, Pa., has been named chairman of the NAB Sales Managers Retail Advisory Subcommittee by Odin Ramsland, KDAL Duluth, chairman of the Sales Managers Executive Committee. Mr. Gulick succeeds William D. Murdock, WOL Washington. The subcommittee is scheduled to meet Aug. 27 in the BMB board room, New York.

$70,000 DEAL by which H. H. Tanner Co., St. Paul, Minn. ("Portrait" home permanent beauty kit), will sponsor *My Favorite Story*, Ziv transcribed program, is completed in Minneapolis. WCCO Minneapolis and WISN Milwaukee have been selected to air the series, with others to be named. Seated, l to r: Sam Kaufman, account executive, Bozell & Jacobs Inc., and H. H. Tanner, president of sponsoring firm. Standing, Barney Goldman, Frederic W. Ziv Corp.

NETWORKS-RWG AGREE ON ALL BASIC ISSUES

AGREEMENT on all basic issues has been reached by the four major networks and the Radio Writers Guild, according to an announcement last week by Roy Langham, executive secretary of the RWG. Staff scriptwriters as well as freelancers contributing to the networks are covered by the pact.

Although not yet formally signed, the agreement has been initialled, satisfying the law and all parties involved. New contracts will thus fall within the deadline set by the Taft-Hartley Act, effective Aug. 22.

Agreement provides that all network writers, sustaining as well as commercial, except 10% of each unit, must join the RWG.

Noe Says Yes

GEN. CLAIR L. CHENNAULT'S recent controversial speech, which the Army refused to carry on its China station, may be broadcast shortly in this country. James A. Noe cabled the general, who is a personal friend, and asked him to forward the speech transcribed for broadcast on his stations, WNOE New Orleans and KNOE Monroe, La. KNET Palestine, Tex., has also expressed a desire to carry the program.

1-kw WWOK Flin Sold for $100,00

Former KPRC Commercial Chie And Business Group Buy It

SALE OF WWOK Flint, Mich new 1-kw regional on 1470 kc, Albert S. and Robert A. Drohli to Howard C. Evans, former KPR Houston commercial manager, a approximately a score of busine and professional men was a nounced last week. Sale price $100,000. The transfer is subje to FCC approval.

The buyers, operating as C operative Radio Co., include M Evans, who will be general ma ager of the station; Harold Rothrock, Washington radio co sulting engineer; George Bairey, former acting chief FCC's Allocations Section and no a partner of Mr. Rothrock; Fra O. Willenbucher, attorney and re tired Navy captain, and Herber L. Crate, Texas real estate man.

Mr. Evans has an option to ac quire 25% of stock of Cooperativ Radio Co., which he will serve a vice president, in addition to man aging the station. With that ex ception, no stockholder has mor than 5% interest. Mr. Evans wa commercial manager of KPRC fo two years.

The Drohlich brothers, presen WWOK licensee, formerly owne KDRO Sedalia, Mo. Their Flin station has been on the air fo about four months. Negotiation for the sale were handled by Blac burn-Hamilton Co., of Washingto and San Francisco. The contrac was signed July 31.

Mr. Willenbucher, of the la firm of Kittelle & Lamb, New Yor and Washington, is legal couns for Cooperative Radio Co. Th Washington law firm of Fishe Wayland, Duvall & Southmay represented Drohlich Bros.

KNEW WILL JOIN ABC PLANS TO START SEPT.

KNEW, new 5-kw Spokane statio on 1340 kc now under constructio and scheduled to go on the air Sep 1, will become an affiliate of Do Lee-MBS on that date, replacin KFIO.

Burl C. Hagedon is president o Coeur d' Alene Broadcasting Co licensee of KNEW, which also oper ates KVNI Coeur d'Alene, Idah Harry Lantry is general manage of KNEW. William Rhodes is com mercial manager and George Mc Gowan program director. All wer formerly associated with KXL Spokane. Paul Crane, assistant pro gram director, was formerly o KEX Portland staff.

KSBW, new 1-kw Salinas, Calif station on 1380 kc and also unde construction, replaces KDON Mon terey as a Don Lee-MBS affiliate o or about Sept. 15. Licensee is Sa linas Broadcasting Co., with Wil liam M. Oates and Milt Hall prin cipal owners. Mr. Oates has bee associated with various Californi stations. Mr. Hall was formerl chief engineer of KOA Denver.

ALL during June and early July your radio and newspapers reported fully to you about the series of floods that were spreading destruction throughout the Middle-West.

WHO of course gave its listeners a complete reportorial service, as well as carrying many messages of warning, etc., for specific areas. But, as good citizens, we wanted intensely to do more.

So one day we asked our listeners if they'd like to contribute to a WHO Flood Relief Fund, to be sent to responsible administering committees in heavily stricken communities.

We made a few announcements, and the money started coming in. As this is written, it's still coming in. The total contributors to date number more than 6,000 and the contributions to more than $90,000. Lots of the gifts, of course, are small. But note that *the average is approximately $15. . . .*

Yes—Iowans are kind, generous, and neighborly. We are proud to be one of the media serving such wonderful people—prouder still to have earned their respect and confidence as expressed in such Public Service enterprises as our Flood Relief Fund.

WHO

+ *for* Iowa PLUS +

DES MOINES **50,000 WATTS**

B. J. Palmer, Pres. **J. O. Maland, Mgr.**

FREE & PETERS, INC., National Representatives

NAB Exhibition to Show Radio Advance

Azcarraga to Talk; Program Clinic Arranged

By J. FRANK BEATTY

NEW broadcasting, television and FM equipment never before shown to the industry will be displayed at the NAB Convention at Atlantic City Sept. 15-18. A number of surprise features presenting recent progress in broadcast engineering are understood to be in store for convention delegates.

Besides the exhibition of technical developments since the war the individual displays will include latest designs in all forms of transmitting and receiving devices. The exhibition will be vastly larger than any prior equipment display in NAB history and five times the size of that at the 1946 convention in Chicago.

Feature attractions probably will include giant-screen projected television, an elaborate showing of new AM, FM, television and facsimile receiving sets, and an FM demonstration.

A leading television manufacturer is understood to be working on engineering aspects of a giant-screen TV demonstration. According to Atlantic City sources this demonstration would present actual movie-size television signals received from New York or Philadelphia. It may require setting up of special relay facilities since Atlantic City is beyond the normal range of TV stations in either city. Engineers are understood to have been in Atlantic City working on details of this demonstration.

New Convention Feature

The display of receiving sets, with leading manufacturers showing their latest AM, FM and combination models, is designed to acquaint broadcasters with new developments in the equipment that the public uses to receive radio's programs. It is a new convention feature.

A high spot of the convention will be the scheduled talk by FCC Chairman Charles R. Denny. Mr. Denny has tentatively accepted NAB's invitation to speak. His Blue Book "won't be bleached" speech featured last year's convention in Chicago.

Plans for the convention moved forward last week. C. E. Arney Jr., NAB secretary-treasurer, and Robert K. Richards, public relations director, were in Atlantic City working on arrangements.

Important feature of the meeting will be the international aspect, with Emilio Azcarraga, owner of XEW and XEQ Mexico City and head of the Mexican delegation at the Atlantic City telecommunications conference, scheduled to address the convention luncheon Sept. 15, following the keynote address by President Justin Miller [CLOSED CIRCUIT, Aug. 4].

Mr. Azcarraga will represent the Inter-American Broadcasters Assn. He is expected to review achievements of that association and plead for all possible NAB assistance in solving mutual broadcast problems of nations in the Western Hemisphere.

Should Mr. Azcarraga be prevented from taking part due to pressure of telecommunications conference business, Goar Mestre, owner of CMQ Havana, will take his place. A Yale-educated lawyer, he was leading organizer with Mr. Azcarraga of the Inter-American association.

President Miller's keynote address will cover the gamut of NAB problems, with emphasis on legislative developments and the new standards of practice. It is known that Judge Miller is anxious that the code be distributed for industry study prior to the convention, with free discussion during the meeting.

A new convention event will be a Thursday luncheon to be conducted by the Assn. of Women Broadcasters. Frances Farmer Wilder, CBS New York, AWB president, and Dorothy Lewis, NAB Coordinator of Listener Activity, will be in charge of arrangements.

Plans for the Program Clinic, fourth of the special technical meetings to be held Sept. 15 prior to the general sessions, were announced last week by Harold Fair, NAB Director of Programs. Other clinics will cover sales, engineering and employe relations [BROADCASTING, July 28, Aug. 4]. The clinics require separate registration with $5 fee which includes luncheon.

Menser Discussion

Opening the program session in the morning will be a discussion of general problems led by Clarence L. Menser, who has resigned as NBC program vice president. He will discuss objectives and obligations of the program manager, stressing need of developing programs that conform to management policy and appeal to both sponsor and audience.

Fundamental music copyright problems will be discussed by Theodore C. Streibert, WOR New York, chairman of the NAB Music Advisory Committee. Sydney Kaye, general counsel of BMI, will speak on signposts for guidance of program executives in use of music.

Public interest programming will be taken up by William Bryan, of KOMA Oklahoma City, Okla. and Edward Byron, head of Byron Productions Inc. Edgar Bill, WMBD Peoria, will be moderator of this discussion. He is a member of the NAB Program Executive Committee.

Farm service programming will be considered in a discussion to be arranged by the NAB Farm News Editors Committee, with Herb Plambeck, WHO Des Moines, committee chairman, presiding.

Joint session with the sales managers clinic will be held during the luncheon. Speakers will be Barbara Wells, WOR New York, and Gordon Gray, WIP Philadelphia. They will give "grass roots" talks about sales and programming problems. A third speaker will be announced.

John M. Outler Jr., WSB Atlanta, and Ralph Hardy, KSL Salt Lake City, will lead discussion of coordinated program scheduling. Problems centering around disc jockeys will be taken up by Harold E. Fellows, WEEI Boston, NAB District 1 director, and Charles Barry, ABC program and television vice president.

On Tuesday afternoon the Small Market Stations Executive Committee will conduct a general meet

(*Continued on page 82*)

NBC Independents to Meet Sept. 11

Decision About Formation Of New Association Will Be Made

DECISION as to whether an association of independently-owned NBC affiliated stations will be formed, designed to function in the best interests of both network and affiliates, will be reached at a meeting to be held in Atlantic City Sept. 11 in conjunction with the NAB annual convention.

Final plans for the physical handling of the provisional session were devised last Tuesday at a meeting in Chicago of the organizing committee, called by its chairman, Harry Bannister, general manager of WWJ Detroit. With some 70 of NBC's 129 independently-owned affiliates already on record in support of such an organization, the committee proposes to throw open the sessions to determine whether the permanent association should be established. The meeting, at the Claridge Hotel, precedes the NBC Affiliates Convention called for Sept. 12-13.

To Head Atlantic City Session for Affiliates

Mr. NORTON

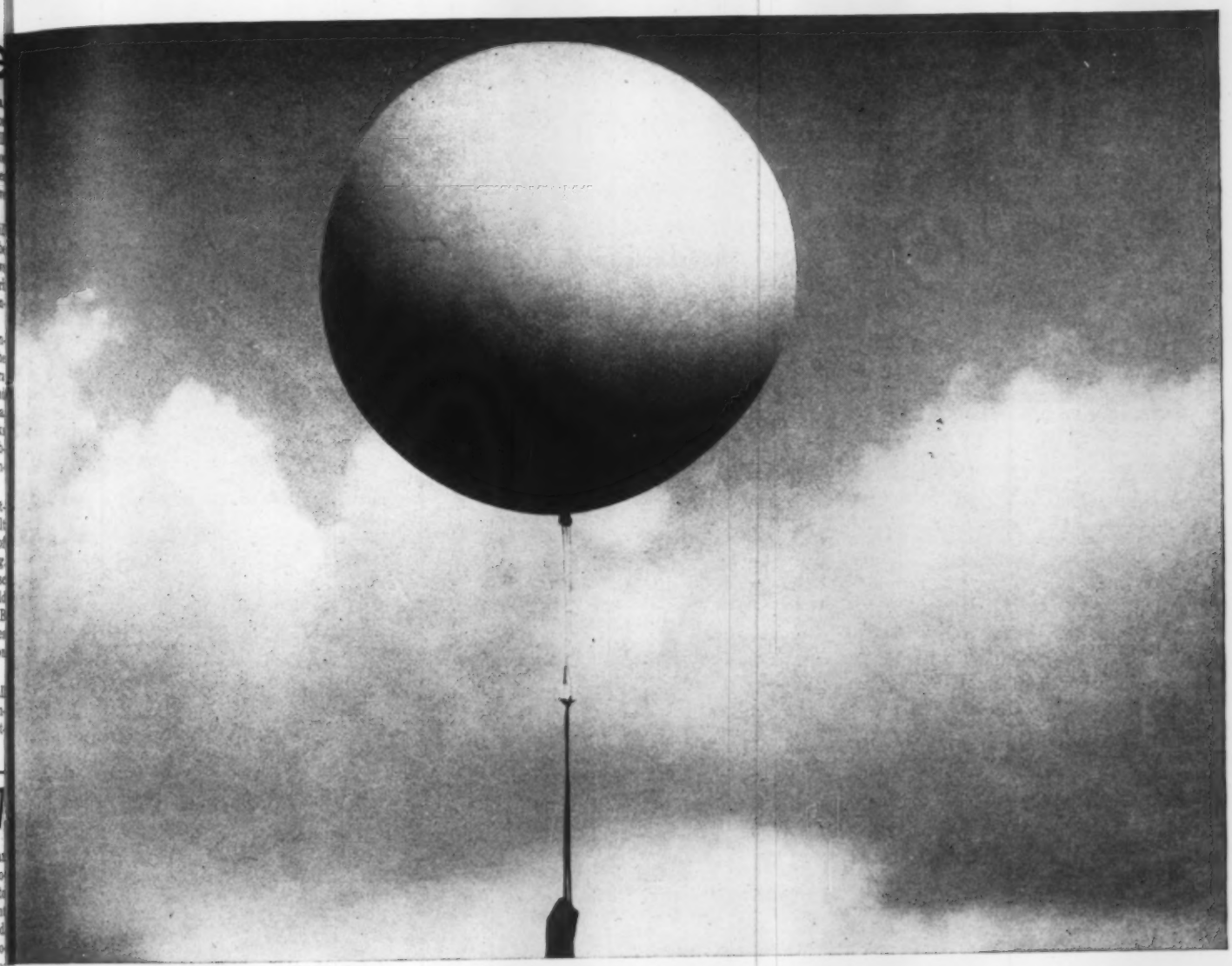
Mr. BANNISTER

Mr. Bannister, designated chairman of the organizing committee last June, emphasized following the conference last week that there will be no effort to "steamroller" at the Atlantic City session and that the association will be formed only by voluntary majority vote of affiliated stations in attendance. Representation at the meeting will be confined to station owners or managers.

"This is no rebellion or rump movement," Mr. Bannister declared. "It is a sincere effort by loyal NBC stations to better serve their listeners and their communities."

At the Chicago session, five of the six committee members were present. In addition to Chairman Bannister, they were John J. Gillin Jr., president and general manager, WOW Omaha, ex officio member and a member of the NAB board; Walter J. Damm, vice president in charge of radio of the *Milwaukee Journal* stations (WTMJ and associated properties); Nathan Lord, general manager of WAVE Louisville; Ralph Evans, vice pres-

(*Continued on page 83*)



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

HF Conference Scope to Be Limited

Preliminary Work Now, Fuller Discussions Planned Later

INTERNATIONAL TELECOMMUNICATIONS Conference last week decided that the High Frequency Broadcasting Conference, scheduled to convene August 15 as the third and final conference of the Atlantic City meetings on worldwide radio affairs, would be held but that its activities would be limited to preliminary work in preparation for a full conference to be held at some future date.

Limitation was made upon the insistence of the British delegation that certain matters, especially those concerning exchange of broadcasts and a code of ethics, are political problems and should be left to the United Nations. This, essentially, involves the "right to listen," and apparently was so obviously a political question that there was little discussion of the British reaction.

First plenary session of the High Frequency Conference was set for Aug. 16, when the credentials committee and another committee to prepare an agenda for the conference will be appointed. Second plenary session will be held August 26, when the actual working conference will get under way. September 28 was set as the final closing date for all of the Atlantic City telecommunications conferences, on the expectation that the regulations and the new World-wide Radio Convention will be completed and signed by September 15.

Decision to hold the HFBC as an exploratory conference was reached by a vote of 56 to 3, with 11 delegations absent and 3 not voting, after hours of discussion. A proposal of the Cuban delegation that the conference be held as originally planned, with a complete agenda including such matters as the specific assignment of frequencies to shortwave stations throughout the world, was defeated by a vote of 49 to 11. Another proposal, that the conference be postponed entirely, was also defeated. Plan adopted was first proposed by United Kingdom and Denmark and, with a few amendments, was formally offered by E. K. Jett, FCC commissioner and member of the American delegation at the International Telecommunications Conferences.

Soviet Motion Defeated

Alexander Fortushenko, chairman of the Russian delegation, proposed that working groups for the new conference be appointed immediately, the motion being defeated on the grounds that the technical experts of many of the countries are not due in Atlantic City before August 15. The minority group who voted against holding the short session pointed out that it would be difficult to keep their delegations away from home for that time if the conference is only to be preliminary, with no conclusions to be adopted.

Charles R. Denny, chairman of the Conference, emphasized the importance of the preliminary work and expressed the hope that all delegates who had originally planned to participate in the full HFBC would remain for the preliminary meetings. Mr. Denny made a personal plea to Sr. De Mendoza of Cuba, who has threatened that the Cuban delegation would leave for home until a full agenda was submitted, to stay in Atlantic City to take part in the preliminary sessions. His plea was seconded by a salvo of applause from the other delegates.

Jett's Statement

In presenting the U. S. plan, Commissioner Jett said: "Due to insufficient time, it will be impossible to hold a full-scale broadcasting conference as originally contemplated. We agree we cannot re-engineer the band allocated to high frequency broadcasting and make specific frequency assignments within the time we will have at our disposal in Atlantic City. We agree that we cannot start the High Frequency Broadcasting Conference on Aug. 15 without interference with the radio and plenipotentiary telecommunications conferences.

"We feel that on August 25 the High Frequency Broadcasting Conference can be started without interference and that all activities in Atlantic City can be completed not later than Sept. 30. In fixing this date, we have assumed that the radio regulations and the new convention will be signed by Sept. 15."

Before adjourning next month, the High Frequency Broadcasting Conference delegates will name the date and place for the second session of that conference.

AAF Award to Mutual

FOR COOPERATION given by MBS in presenting AAF sustaining program, *Flight Into the Past* (Sat., 12:30 p.m., EDT), since Jan. 4, Edgar Kobak, president of the network, last Thursday received the War Dept. Certificate of Appreciation. Holding the certificate is Robert D. Swezey, vice president and general manager of Mutual, who accepted the honor on behalf of Mr. Kobak. With Mr. Swezey are (l to r), Gen. Carl Spaatz, Commanding General of AAF, Capt. Mark D. Meranda, AAF radio continuity editor, and Lt. Cass Bielski, AAF radio promotion director. Each of the 180 MBS stations carrying the series will receive individual certificates of appreciation by mail.

Lindow to Become WFDF's Manager

Appointment to Be Effective When Bitner Acquires Outlet

LESTER W. LINDOW, presently general manager of WRNY and WRNY-FM Rochester, N. Y., is resigning to accept an appointment as general manager, WFDF Flint, Mich.

Mr. Lindow

Harry M. Bitner, president of the Trebit Corp., in announcing the appointment last week, said it would become effective when the FCC approves the proposed sale of WFDF to the Trebit Corp. for a price of $650,000.

Mr. Lindow went to Rochester in June 1946. He advised the construction and planned the organization of WRNY for the Monroe Broadcasting Inc. The station has been on the air since January 1947. Prior to the war, Mr. Lindow was WFBM Indianapolis station manager for Mr. Bitner and his associates who own that property. His Flint appointment marks his return to the executive staff of Mr. Bitner's various radio properties—WFBM, WEOA Evansville, and WFEA Manchester, N. H.

During the war, Mr. Lindow served as chief of the radio branch, Bureau of Public Relations, War Dept. At one time he was public relations radio officer of the ETO under General Eisenhower and later under General Clay in Berlin. He holds the rank of lieutenant colonel in the reserve and is presently public relations officer for the New York State 98th Division reserve.

Court Fight Looms As ABC Moves to Dispose of WOOD

A CONTEST with the possibility of a court fight was shaping up last week over ABC's proposed $850,000 sale of WOOD Grand Rapids to Harry M. Bitner, Indiana and New Hampshire station owner, and an unnamed associate [BROADCASTING, Aug. 4].

Spokesmen for Liberty Broadcasting Co., whose purchase of the 5-kw outlet has been given FCC consent but has never been consummated, said they were considering two possible courses to contest the network's new sales plan.

One, they said, would be to seek a court order to restrain the network from selling to Mr. Bitner and his associate. The alternate plan being considered, they reported, is to file as a competing bidder under the Avco Rule when the ABC-Bitner transaction is reported to the Commission and advertised for public bids.

The latter course, if followed, would be a paradoxical development under the Avco plan in which, for the first time, an original purchaser would also be the rival applicant.

The network is currently holding WOOD in trust for the ultimate owner under FCC mandate arising from ABC's $3,650,000 acquisition of King-Trendle Broadcasting Corp. (WOOD and WXYZ Detroit) last year. Liberty, owned by Roy C. Kelly and Ray M. Veenstra, originally signed to buy the station from the network for $850,000.

New Finance Plan

Liberty spokesmen said the original financing plan did not materialize and that a new one was worked out, involving $200,000 in notes to the network. This plan, Liberty spokesmen said, was agreeable to ABC. But the network contends it reserved the right to seek another purchaser if it wished. Liberty representatives said the proposed sale to Mr. Bitner was disclosed at a time when Liberty was nearing consummation of its new financing plan. The company, they said, has notified the network that Liberty intends to proceed as though no Bitner contract exists.

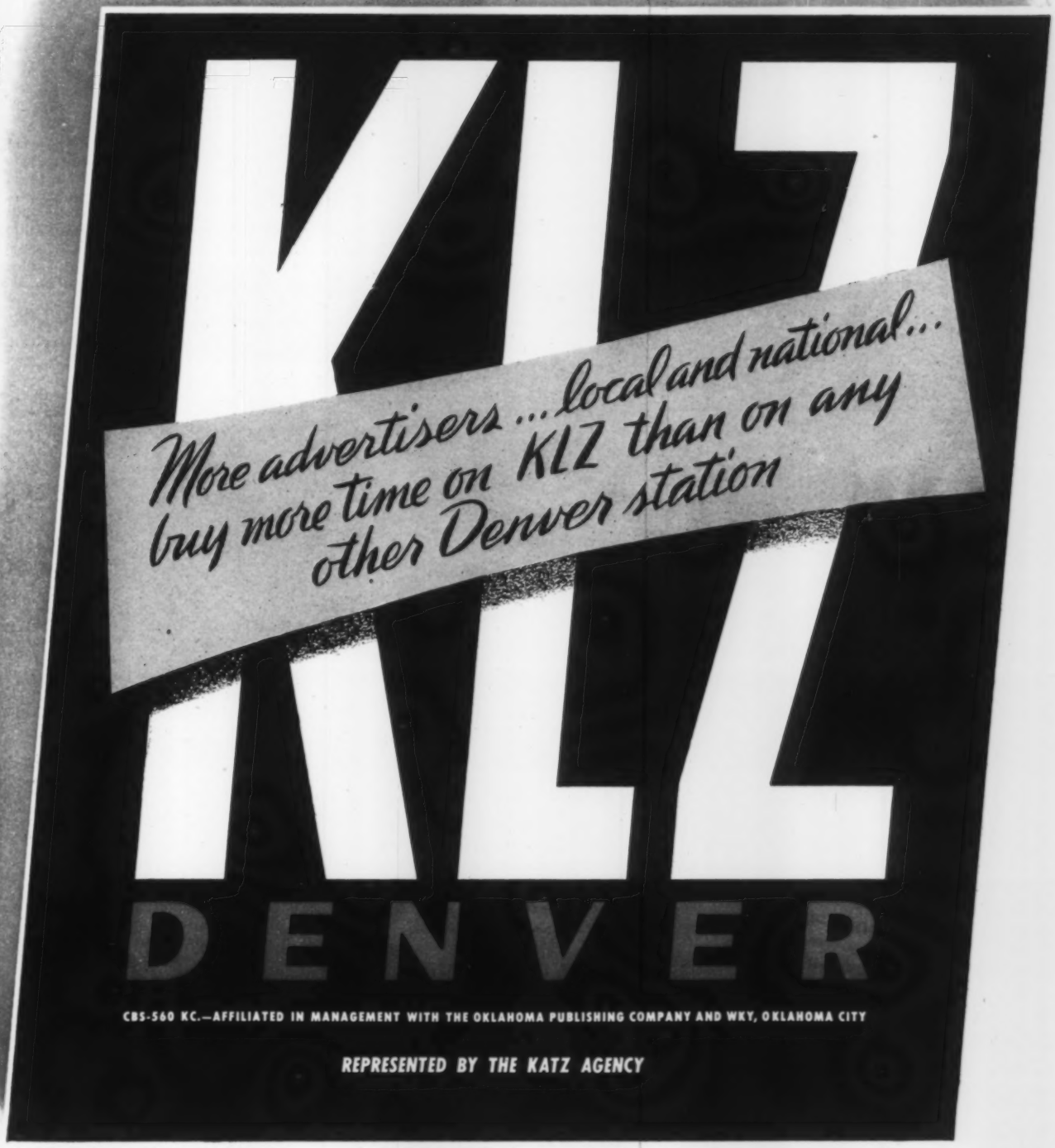
From FCC's standpoint, Commission authorities said, approval of transfer to Liberty has been given and extensions of the 30-day period for consummation have been authorized from time to time.

The $850,000 purchase price—regardless of the ultimate owner—includes profits which have accumulated from operation of WOOD by the network since the King-Trendle transaction was approved in July 1946. These profits now approximate $100,000. WOOD, on 1300 kc, is an NBC outlet.

Arthur Schroeder of the Washington law firm of Miller & Schroeder represents Liberty Broadcasting, while Philip J. Hennessey of Segal, Smith & Hennessey, also of Washington, represents Mr. Bitner.

AFRA has concluded contract agreement with KXLA Pasadena calling for 20% increase, which raises minimum salary to $80 weekly. As result of new agreement, station is on parity with minimum network wage figure for area.

Q. WHY DO THEY DO IT?


KLZ
More advertisers ... local and national ... buy more time on KLZ than on any other Denver station
KLZ
DENVER
CBS-560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY
REPRESENTED BY THE KATZ AGENCY

A. IT PAYS ... AND PAYS ... AND PAYS!

ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

Hidden Assets

KALL Salt Lake City's Vern Bruggeman is fast learning that small packages do not always indicate small price tags. Mr. Bruggeman is handling a series titled *On the House* for the new $1,500,000 Sears-Roebuck store in Salt Lake City. He broadcasts from the store, selecting a woman shopper, interviewing her, and refunding the price of the sales slip she has with her at the time. The store pays the bill. During the second broadcast of the series, Mr. Bruggeman chose a shopper with a small parcel. Much to his chagrin, she was also carrying sales slips totalling over $600 in her purse. She had just purchased a range and refrigerator. Mr. B is wondering how much longer *On the House* will be on the air at that rate.

WCSI-FM Columbus, Ind., Planning to Start Soon

CONSTRUCTION of the 334-ft. tower of WCSI-FM is near completion and the new Columbus, Ind., FM outlet plans to begin broadcasting soon on channel 237, (95.3 mc), according to Paul Wagner, general manager of the station.

Two-story building housing the WCSI-FM studios and transmitter is located two miles southwest of Columbus, and Mr. Wagner reports, it includes three studios, master control room, newsroom, living quarters for the engineering staff and workshops for the technicians.

Appointment of Harold M. Arthurs, former news editor of WPLH Huntington, W. Va., as news editor of WCSI-FM has been announced. Mr. Arthurs, who served with U. S. Marine Corps during the war, also had previous radio experience at WLW Cincinnati and WPAY Portsmouth, Ohio.

WORL License Extension Is Foreseen As FCC Calls Hearing on Petition

EXTENSION of WORL Boston's license beyond the Aug. 31 deadline was assured last week after FCC called for oral argument Sept. 25 on a petition for re-hearing or for reconsideration of the decision which ordered the station deleted.

Comr. Rosel H. Hyde did not participate in the decision to grant oral argument.

WORL has been given until Aug. 31 to "wind up its affairs" under the terms of the Commission's April decision denying license renewal on grounds of concealment of ownership [BROADCASTING, April 28]. The deletion decision was adopted on a 3-to-1 vote.

Cites Voting

The station, in its re-hearing petition, noted that less than a majority of the Commission voted to deny renewal, that only three Commissioners who participated had also taken part in the preceding oral argument, and that FCC staff members who participated in the hearing had since resigned. The station contended that changes in FCC membership and staff justified re-argument at least, if not re-hearing [BROADCASTING, May 19].

The petition also asked for an opportunity to show the difference between the WORL and WOKO Albany cases. The Supreme Court's WOKO decision, also involving concealed ownership, had been cited by FCC as precedent for its action against WORL, but WORL argued that the two cases were different. The station also noted that the Supreme Court's WOKO decision had not been issued when the WORL oral argument was held, so there was no opportunity then to point out the differences.

WORL is considered sure to appeal if the Commission, after hearing argument on the re-hearing petition, fails to modify its order or hear the case again. The petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd.

The station is owned by Harold A. LaFount, general manager of the Arde Bulova stations, and Sanford H. and George Cohen. It is a daytime outlet operating on 950 kc with 1 kw.

LIMA GROWERS TAKE TO RADIO

And Listeners Take to Limas, California

Cooperative Group Finds

RADIO need not be more expensive than newspaper space, and for the same price, the additional consumer interest is better measured. That was the experience of Lima Bean Growers Assn., Sacramento (cooperative).

Sales this year were not the prime consideration, since there was a short crop. As a result the advertising budget was limited to campaigns in Washington, D. C.; Indianapolis; Cleveland; Columbus; Philadelphia; Kansas City; Detroit; Cincinnati and Pittsburgh.

In previous campaigns, newspapers and car cards were the media used. This year radio was substituted for newspapers, since small space achieves little prominence as result of currently jammed newsprint.

With an available budget of approximately $5,000 and three-month campaign in prospect, spot participations offered the answer to J. Walter Thompson Co., Los Angeles, agency servicing account. Stressing appetite appeal and economy, agency set up campaigns in the nine markets which averaged between three and six announcements weekly depending upon cost.

To obtain coverage, the association chose: WTOP WIBC WHK WJBK KCMO WKRC WBNS WIBG WCAE. Campaign opened the third week in January and extended through mid-March.

After a month, it was decided to offer a 2-lb. package of Seaside lima beans to the women sending in the best recipes using lima beans. Five stations agreed to invite recipes, but only three allowed contests. With only 25% of the schedule remaining when the recipes were sought, more than 500 entries were received.

With this type of reaction coming from the limited campaign, coupled with the limited frequency involved, client and agency are currently looking forward to increased results from radio in future.

CO-WORKERS of Charles C. Barry present him with a good luck horseshoe floral wreath in honor of his recent election as vice president in charge of programs for ABC. Kneeling, l to r: Helen Hedeman, Clayton Shields, Dorothy O'Connor, Bertha Kurtzman, Ruth Kiersted and Florence Morris. Standing, l to r: Charles Harrell, ABC staff director; Henry Cox, ABC Eastern production manager; Helen Guy, program department business manager; Wylie Adams, staff director; Mr. Barry; Gertrude Tipper, his secretary; Clark Andrews, staff director, and Frank Vagnoni, ABC music division manager.

Jack Paar Writers Quit Show Over Disagreement

FOLLOWING differences of opinion between star and writers, latter withdrew from weekly NBC *Jack Paar Show*, following broadcast of Aug. 3.

Disagreement is over material, with Art Stander, Larry Gelbart and Sid Dorfman charging Mr. Paar's attempts to inject his own ideas into show caused constant conflict, resulting in their being invited to leave.

Because he admittedly owns 10% of Mr. Paar and has run-of-the-show contract, Larry Marx, also a writer, stated he could not quit, but must be released. Special deal had to be worked out for him.

Mac Benhoff, Jack Douglas and Dave Swartz took over as replacements on the show.

Construction Is Underway At KYAK (250 w) Yakima

CONSTRUCTION has begun on KYAK, (250 w, 1400 kc) Yakima, Wash. It will be located on Mead and Fair Avenues at Yakima's east city limits. Business offices will be in the Miller Bldg.

Robert S. McCaw, formerly with KEVR and KRSC Seattle, is president of The Yakima Broadcasting Corp., licensee of KYAK, and will be general manager of the station. J. Elroy McCaw, his cousin and part-owner of KELA Centralia, Wash., and KPOA Honolulu, is vice president; and Tom Olsen, owner of KGY Olympia, Wash., is secretary-treasurer.

WVOW, KITO, Both 1 kw, Will Be ABC Affiliates

ABC has added one affiliate and replaced another, bringing total number of network stations to 261.

WVOW Madison, Wis., effective Nov. 1 joins ABC, operating with 1 kw on 1480 kc, with Harry Hyett as manager. Station is owned by Radio Wisconsin Inc.

KITO San Bernardino, Calif., joins ABC Nov. 15, replacing KPRO Riverside, Calif., owned by San Bernardino Broadcasting Co. KITO operates with 1 kw on 1290 kc.

LOS ANGELES Coliseum is constructing new flexiglass booth with microphone-fitted slots for announcers.

what wins awards?

THE AWARDS illustrated and described on the following pages are selections from a group of more than fifty citations bestowed on WOR during the past decade. No attempt has been made however to present other numerous written and engraved scrolls and placques of gratitude. These were received by the station and its personnel for general and specialized contributions made to this country and its Allies during the turbulent years of World War II.

On the whole, WOR thinks it's a wonderful thing to win such awards, but a station, to be a real champion, should lick competition while at *work* as well as when on show.

It should deliver the greatest number of listeners at the lowest possible cost.

It should create shows that *sell* as well as inform and entertain.

It should be ever alert to technical advancements and be quick to acquire and apply those that benefit the industry, help to bring better radio to the millions of listeners it serves and aid in the continued development of American broadcasting.

Perhaps it's because WOR has faithfully adhered to such principles during the past quarter-century that it is able to display the material that follows.

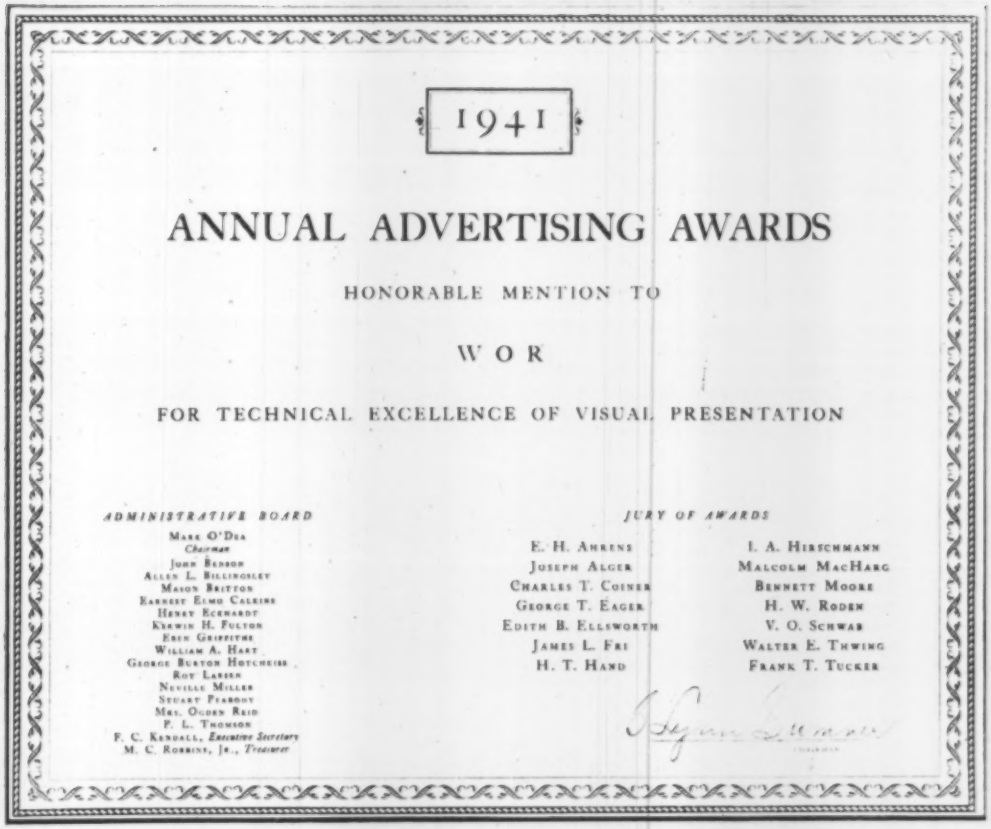
● ● ● ● ●

The faculty of the **Henry W. Grady School of Journalism, University of Georgia,** *in conjunction with the Advisory Board of the* **George Foster Peabody Radio Awards for Outstanding Meritorious Public Service** *confers this* **Citation of Honor** *upon* **Radio Station** WOR *for* its contribution in broadcasting the "American Forum of the Air" *during the year* 1940.

Signed and sealed at
Athens, Georgia
March 29, 1941

Dean

SINCE ITS FOUNDING in 1922, WOR has rigidly adhered to an ever-expanding plan of public service program development. Among the numerous recognitions it has received from such varied organizations as The American Red Cross, the USO, the U.S. Army, etc. is the George Foster Peabody Award (above). Ever alert to the tempo of the times in which we live, WOR devotes hours of air time and hours of manpower to keeping its millions of listeners completely informed on all events that affect their lives.



1941

ANNUAL ADVERTISING AWARDS

HONORABLE MENTION TO

WOR

FOR TECHNICAL EXCELLENCE OF VISUAL PRESENTATION

ADMINISTRATIVE BOARD

Mark O'Dea
Chairman
John Benson
Allen L. Billingsley
Mason Britton
Earnest Elmo Calkins
Henry Eckhardt
Kerwin H. Fulton
Eben Griffiths
William A. Hart
George Burton Hotchkiss
Roy Larsen
Neville Miller
Stuart Peabody
Mrs. Ogden Reid
P. L. Thomson
F. C. Kendall, *Executive Secretary*
M. C. Robbins, Jr., *Treasurer*

JURY OF AWARDS

E. H. Ahrens
Joseph Alger
Charles T. Coiner
George T. Eager
Edith B. Ellsworth
James L. Frey
H. T. Hand
I. A. Hirschmann
Malcolm MacHarg
Bennett Moore
H. W. Roden
V. O. Schwab
Walter E. Twing
Frank T. Tucker

THE FIRST Annual Advertising Award (formerly the Harvard-Bok Award) ever granted to radio, was given to WOR in 1937 for its outstanding promotion and advertising. WOR won this enviable honor again in 1941. WOR's promotion has always endeavored — and still does endeavor — to do four things: 1) Contribute to the general advancement of American broadcasting. 2) Educate and inform the buyers of broadcasting time and programs. 3) Contribute to the public's knowledge of radio. 4) Improve the technical presentation of the printed word.

RADIO SCREEN MUSIC STAGE

VARIETY

NEW YORK CITY

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ADVANCING ART OF RADIO

'Showmanagement' Awards Mark Of Distinguished Local Operation

The original and still the fundamental purpose of VARIETY'S annual showmanship surveys is the stimulation of interest by radio stations management in the incorporation of the lure and arts of show business as part of the planned operation of stations.

From the word 'management' and the word 'showmanship' VARIETY coins the term 'Showmanagement' to signify a distinguished blending of the two major aspects of station operation: organization and inspiration.

In particular 'showmanagement' awards go to those stations which, each in its class, are marked by top management which consistently encourages the activities of program creation, general promotion and concern for community public interest.

VARIETY BEGAN ITS SURVEYS DURING 1933

Radio broadcasting needed a dozen-odd years to pass through what may be called the catch-as-catch-can era. It was the period of overcoming static, of achieving general acceptance by the public (most of all, it was the somewhat painful time of convincing skeptical business men that their sponsorship of radio entertainment was a justifiable extension of the methods of sales management.

By 1933 the outlines of the broadcasting industry were becoming clearer. It was possible to discern something of the commercial and the useful needs. In promotion the networks were beginning to do brilliant work. A few of the larger stations were similarly active. There was no lack of scattered examples of keen station intelligence. But two things struck VARIETY very forcefully at the time.

First, the networks had recently lost their control of most of their sponsored programs.

Second, the average radio station around the country was operating with a minimum rather than a maximum interest in showmanship.

In order to fortify its thesis with specific facts, VARIETY, in 1933, made an investigation of the practices and attitudes of local stations in some 40-odd markets. This was published as a story. The reaction to the information made it clear that the survey should be repeated because of their immediate ability to stimulate interest in management performance.

After some years the annual reports were given added point and emphasis by the awarding of a series of showmanship plaques to outstanding stations throughout the country, there to a further award in a continuing series

NOT ON CARD RATES

Leadership, Personality, Vision, Overshadow Radio Mechanics

Neither in the rate cards of stations or networks, or in the coverage maps or statistical data of the radio industry does that quality known as 'showmanship' appear. Yet experience testifies to its importance. Showmanship is an attitude, a flair, a state of open-mindedness and willingness to act and spend and plan.

Showmanship is rare enough to need nursing, exciting enough to command admiration in its finer manifestations. It is very definitely one of the plus values.

Each individual station faces a problem more or less unique to itself. Yet all radio stations, from the smallest to the largest, tend to follow broad principles which time has verified as sound and useful. Naturally showmanship is judged in radio as elsewhere in relation to income. Common sense as the conditioning factor of both the plan and the result. The rural station and the urban station have natural differences.

PLAQUES GO TO 1940 LEADERS

'Variety' Annual Showmanship Surveys, Inaugurated in 1933, Aim to Recognize Unusual Examples in All Branches of Broadcasting

'IN PUBLIC INTEREST'

A series of plaques, of which this is one, is annually presented by VARIETY to those organizations which during the year just ending have made notable contributions to the advancement of radio broadcasting as an art and a business. In its broadest sense the judgment upon which awards are given is social rather than network commercial.

This may be said to be the underlying conviction of VARIETY that radio broadcasting is much more than just a business and that it will best succeed as a business in relation to an ever-widening recognition of that truth.

Special Recognition Via Plaques To 'The Exceptional' Wherever Noted

RATHER BE THAN SEEM

Eccentric Exuberance Is Discounted By These Annual Surveys

Neither by itself nor as a conscious part of operation is radio showmanship to be confused with frying an egg on the sidewalk or with other 'stunts' of that character. On occasion stunts, as such, may have their place and their usefulness but it would be a misinformed broadcaster indeed who accepted stunting as the essence of showmanship.

These surveys adhere as always to a refusal to be impressed by mere spectacularity or erratic bursts of energy.

However, VARIETY has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various personages within leading advertising agencies and upon such broadcasting experts. The acid test of plausibility is applied to every final decision in connection with the showmanship citations.

These annual VARIETY plaques are awarded under two main divisions, as follows:

1. Classified awards, repeated each year, and limited to radio stations on the basis of their local operation.

2. Unclassified awards, varying with the varied activities of any given year and without limitations.

Radio stations are granted the privilege of filing a report of their own activities and this report is taken into account in judging plaques falling within the first division.

Unclassified plaques largely represent VARIETY'S own discoveries in endorsements of recommendations or conclusions reached by the editorial staff or by outside parties interested in the art of radio.

FAR-SEEING PERSONS DOMINATE THE AWARDS

Time has sharpened rather than dimmed one basic belief of VARIETY and that is this: Smart showmanagement of stations and other worthy contributions to the advancement of radio as an art are always likely to be the reflections of far-seeing individuals rather than the decisions of committees or corporations as such.

These plaques will no doubt assume a more definitely personal connotation in consequence of this conclusion.

VARIETY has changed its criteria for these showmanship awards from time to time and as a contingent fact so. In a changing world there can be no fixed definition of radio showmanship. What is true today may be antiquated and plague-ridden some years ago might today be out of date and place and timing.

The new emphasis upon public interest or educational programs is duly noted by VARIETY. The radio industry has on the whole had two good sense to establish regular practical relationships with organized bodies through which public opinion expresses itself.

The dawn of a military economy in the United States is but one of the multifocal factors in merely operation. Radio stations are to face unprecedented problems. Their personnel will be drawn into the armed forces. Their executives will be harassed by priorities, priorities, priorities. Their facilities will be strained to the utmost. Their profits will be subject to new taxes. Their very existence will be threatened by the ever-present danger of curtailment of civilian broadcasting. Their every move will be watched by the Federal Communications Commission. Their every program will be subject to the censorship of the Office of Censorship. Their every broadcast will be subject to the censorship of the Office of War Information. Their every broadcast will be subject to the censorship of the Office of Censorship. Their every broadcast will be subject to the censorship of the Office of War Information.

1940 *Award*

for

Showmanagement

to

WOR

New York

TO QUOTE VARIETY, " 'Showmanagement' awards go to those stations which, each in its class, are marked by top management which consistently encourages the activities of program creation, general promotion and concern for community public interest." WOR feels that this paragraph, written in 1940, describes the station's attitude as aptly today as it did in that year.

The Billboard

Sixth Annual Radio Publicity Survey

Exhibit Section

In recognition of outstanding achievement in radio publicity, based upon exhibits from the United States and Canada.

Presented to

Station WOR

for

Second Place in the Clear Channel Division

Awards Committee:

Radio Editor, The New York Times

Radio Editor, The New York World-Telegram

Radio Editor, The New York Daily News

Editor, The Billboard

Radio Editor, The Billboard

Associate Editor, The Billboard

July 17, 1943

WOR'S PUBLICITY is a continuing blend of the unusual. Never stodgy, always informative, its stories and news-making stunts peg WOR's name — and the names of its sponsors — in national magazines, newspapers and syndicated and wire service copy from coast to coast. This BILLBOARD scroll is one indication of what the critical trade press thinks of the job being done.

THE EIGHTH AMERICAN EXHIBIT OF
EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

HONORABLE MENTION

IN THE REGIONAL STATION CLASSIFICATION FOR A RELIGIOUS PROGRAM TO

STATION WOR AND NAVY CHAPLAINS CORPS

FOR THE PROGRAM SERIES

THE NAVY GOES TO CHURCH

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY

1944

H. W. Charters
HONORARY DIRECTOR

THE OHIO STATE UNIVERSITY · COLUMBUS

I. Keith Tyler
DIRECTOR

WAR CAUSED CHANGES in radio programming which, in normal times, might not have occurred for more than a decade. Out of the changes came more skillfull production, a greater interest in and understanding of listener likes and dislikes and, in the process, new program types that have grown into some of the most popular shows on the air today. The Ohio State University certificate above is one of many national recognitions received by WOR during the past six years for its advanced and original program creation.

note:

Other WOR promotion honors have included — VARIETY placques for "Best Nationally Exploited Station"; BILLBOARD placques for outstanding achievement; DMAA scrolls and silver cup for most outstanding direct mail campaigns; American Institute of Graphic Arts scrolls for design and presentation of advertising brochures.

WOR

that power-full station at 1440 Broadway, in New York

mutual

WELL, BLOW US DOWN— HERE'S UZ (Ky.)!

Yep, you're seeing it right. Uz, Kentucky. It's a town, though we don't claim it's in WAVE's listening area. So far as our rates, our programming and our interests are concerned, WAVE's listeners reside in the Louisville Trading Area—a happy coincidence, since this area is by long, long, long, long odds the best part of Kentucky, and does more business than all the rest of the State *combined*. Check your records and see if *you* don't sell more stuff in the vicinity of Louisville, too!

We want you, and you don't want Uz. So pardon the proposition, but why not let's get married?

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Brown Suggests Small Stations Cut Expenses to Withstand Competition

ECONOMY measures by station management will be necessary during the highly competitive era the industry is entering, J. Allen Brown, NAB Assistant Director of Broadcast Advertising, told the U. of Denver Summer Radio Clinic on Small Market Operations.

New stations in small cities will face special need for economical operation, he said. "The entire staff of the new station will become more productive, more versatile and more efficient to withstand the inroads of competition. The small station just doesn't have a large operating budget, and therefore it will have to make every dollar count."

Mr. Brown advised personnel working in or planning to enter the small market field to develop several talents. He felt that despite fears that rapid industry expansion will bring on bankruptcy for some operators, many small stations managers will avoid trouble by use of good business sense.

He added: "Some wise managers have sized up their markets and expected revenues by securing national average income figures on stations already in the small market field. These broadcasters, many of whom started out with big operating budgets, are tightening up . . . I have no fear for the station manager who knows how to do big things in the community on a small budget."

Others who took part in the five-day small market session were Fred Mueller, commercial manager, and Lee Fondren, promotion manager, KLZ Denver; Clarence Moore, program manager, and James R. McPherson, commercial director, KOA Denver; Jack Todd, general manager, KBOL Boulder.

Clinic on radio law was held Aug. 4-8 under direction of Neville Miller, former NAB president. A clinic on use of community resources Aug. 11-15 will be directed by Rex Howell, owner-manager of KFXJ Grand Junction, Col. Final session Aug. 18-22 will deal with small station programming and will be directed by Allen Miller, director of the Rocky Mountain Radio Council.

FM SETS IN N. Y.
3% of Radio Owners Can Hear FM; WQXQ Has Top Rating

SLIGHTLY less than 3% of radio owners in the New York metropolitan area have sets equipped for FM reception, according to a survey made in July by The Pulse Inc., results of which were disclosed last week.

The Pulse survey also showed that the most-listened-to FM station in New York was WQXQ, with an audience identification score of 17.1%. The other New York FM stations followed in this order:

WXMN	10.6
WCBS-FM	9.4
WNYC-FM	8.2
WGYN	7.1
WMGM	5.9
WABF	5.9
WNBC-FM	5.9
WGHF	1.2
WAAW	1.2

KOWL GOES ON AIR; IS OWNED BY CROGHAN

Mr. Croghan throws the switch.

KOWL, new 5-kw Santa Monica, Calif., daytime station on 1580 kc, went on the air July 30. Station has Langevin-equipped studios and executive offices in Ambassador Hotel, Santa Monica.

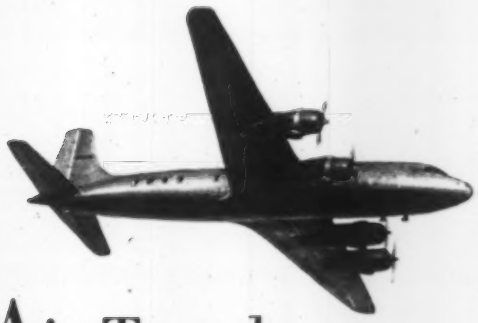
KOWL is owned and operated by Arthur H. Croghan, formerly commercial manager of WJBK Detroit. In radio for 22 years, Mr. Croghan says the policy of KOWL is "no commercial religion, disc jockeys, murder mysteries, double spotting, over-commercialism and no talk exceeding five minutes except in rare instances." Clay Osborne, for 20 years with California stations and national advertising agencies on the West Coast, and during war in charge of radio propaganda against Japan, is manager of KOWL.

Program department personnel includes Wynne Graves, writer; Marvis Purcell, librarian; Jack London, chief announcer; Vince Williams, Dick Jenkins and Walter MacIntyre, announcers. Elvira Holm, formerly program director of Century Adv., Detroit agency, is assistant to Mr. Croghan and Mr. Osborne. Joe Stone is chief engineer.

Western Electric transmitter with 160-ft. non-directional Truscon tower is located at 11637 Charnock Road, West Los Angeles. Station understood to be first in Southern California to install "Progar" to keep programs at constant level and modulation.

Marx on NAB Group

FRANK MARX, ABC director of general engineering, has been named a member of the NAB Engineering Executive Committee. He succeeds Royal V. Howard, now NAB Director of Engineering.



Air Travel Buys You Two Important Things

Air travel gets you to where you're going in the least possible time—comfortably, economically.

But there is a vastly important by-product of traveling and shipping and sending mail by air: the enlargement and maintenance of one of our strongest guarantees of peace—the nation's air transportation system, the greatest in the world.

The cost of maintaining such a system solely for readiness in a national emergency would be tremendous. Yet there *must be one*. That the cost is not on your tax bill is due to typical American enterprise and self-sufficiency—and the basic place of air transportation in the nation's everyday personal and business affairs.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

Excise Tax Figures Show Record Radio Set Sales

EXCISE tax collections on radio receivers, components and phonographs reached a record high in the fiscal year ended June 30, reflecting record sales by manufacturers, according to the Bureau of Internal Revenue.

The 10% radio tax provided $63,856,292 for the U. S. during the year compared to $13,387,132 for the previous year when war conditions were a factor. June collections amounted to $6,239,485, double the $3,118,316 in June 1946.

Phonograph records provided tax collections of $8,491,543 during the fiscal year compared to $3,902,192 the year before.

PHIL COCHRAN, war flyer and human counterpart of "Flip Corkin" in Terry & the Pirates cartoon strip, is building juvenile package around himself featuring aerial adventure.

1898 Richard G. Bath 1947

RICHARD G. BATH, 49, vice president and general manager of WKNE Keene, N. H., died Aug. 3 in Elliott Community Hospital in Keene. He joined WKNE in 1933, the year the station was founded as WNBX Springfield, Vt. At that time he was in charge of sales.

Mr. Bath

When the station moved to Keene and changed its call letters to WKNE in 1940, Mr. Bath was named sales manager. In April 1946 he was appointed vice president and general manager of the Keene station.

Educated at Massachusetts College, Mr. Bath was a press photographer for two years with Springfield, Mass., newspapers. For a while he was with the *Springfield Republican*, resigning in 1928 to become publicity manager of the Fisk Tire Co. in Chicopee Falls, Mass. He remained with Fisk until joining WNBX, later WKNE.

He is survived by his wife, Mrs. Marian G. Bath, and son, Richard Gale Bath.

NEW combination radio was introduced last week by RCA Victor at Berkshire Music Festival, Tanglewood, Mass. It is called "The Berkshire," and combines radio, television and phonograph.

PUB OWNERS COMBAT VIDEO COURT DECISION

TAVERN OPERATORS in Philadelphia started the first step this week to upset a court decision which holds that television is in effect moving pictures [BROADCASTING, Aug. 4]. The decision required taverns showing telecasts to obtain the same kind of licenses as would be mandatory if they presented moving pictures. The licenses cost $120 annually for liquor licensees and $60 for beer parlors.

Acting through the Philadelphia Retail Liquor Dealers Assn., the taproom owners filed formal exceptions to the court decision. Next step will be argument on the bill of exceptions.

The bill emphasized that the court was wrong in ruling the Liquor Board "has authority to adopt or issue any regulation controlling the operation of television devices, consistent with provisions of the Liquor Control Act." The bill denied that an order of the Liquor Board requiring an amusement license for television receivers in taprooms was a valid exercise of police power.

Don Lee, WFIL Planning Video Newsreel Exchange

AN AGREEMENT to exchange television film newsreels has been worked out between WFIL Philadelphia and Don Lee Broadcasting System, Hollywood. Effective immediately, the two organizations will send spot news clips via air mail-special delivery or air express, according to a written understanding arranged by Kenneth W. Stowman, WFIL-TV director, and Harry R. Lubcke, director of television for Don Lee.

WFIL's camera crew has been operating on a dry-run basis, since the Philadelphia station will not telecast until mid-September. But the crew is now committed to cover the area as part of the exchange agreement. Don Lee, on its part, is sending WFIL clips of important Hollywood events which the Philadelphia station will be able to use for its opening. WFIL has also promised to cover for Don Lee via 16 mm. film during the 1948 GOP convention.

Application for Dallas Television Outlet Filed

APPLICATION for a new television station at Dallas was filed last week by Rogers Lacy and Tom Potter, Texas oil men. They asked for Channel 8 and estimated installation costs at $300,000.

The station would be located atop a projected new 47-story, $12,000,000 hotel, and spokesmen said Messrs. Lacy and Potter plan to provide video reception in every room. Mr. Potter is also an AM applicant for Seminole, Okla., and El Dorado, Kans. The application was filed by the Washington law firm of Welch, Mott & Morgan.

A Radio Program Comes to Life

GET ON THE BAND WAGON!

For the past 13 years, young and old throughout Peoriarea have thrilled to stirring band music in an imaginary ride on the Sutliff & Case Band Wagon. This year the band wagon came to life. To the strains of a wailing calliope, kids climbed aboard for a real ride, thousands received free ice cream cones at S & C Drug Stores. This is typical of WMBD's ability to build programs with tremendous appeal.

Over twenty years of serving and entertaining Central Illinois has made WMBD first in the Peoriarea. This pioneer station to which most Peorians listen achieves leadership with community participation shows, public entertainment and personalized interest in serving its neighbors. WMBD traditionally "brings its programs to life".

first in Peoriarea — WMBD — Peoria, Illinois

CBS AFFILIATE — 5000 WATTS

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives

Pianissimo, PLEASE!

Junior knows how to get out of practising!

Just keep on sawing out wails instead of scales until 1:30. Then mother will say he's free!

Why? Because it's time for HOUSEHOLD CHATS with BETTY LENNOX.

Important time, indeed! And pianissimo reigns in thousands of WGY-land* homes when Betty Lennox comes on the air. Tops in its field, HOUSEHOLD CHATS holds a rating of 5.6. Listeners go for Betty's household hints, guest interviews and discussions.

Advertisers like her too. Results talk!**

Get complete details from your nearest NBC Spot Sales office today!

**Eastern and central New York and western New England.*

***A recent 3-time offer brought 1521 responses from 50 counties in 7 states.*

GENERAL ELECTRIC

50,000 WATTS—NBC AFFILIATE **WGY** SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES

Showmanship in the *Merchandising,* too

KDYL never forgets that the right kind of merchandising makes any radio program more effective.

That's why we put real KDYL showmanship into the merchandising support we give our sponsors' programs. And that, together with KDYL's over-all leadership in listeners, is why this station is first choice of so many advertisers —local and national.

UTAH'S CENTENNIAL KDYL 25th Anniversary 1847 — 1947

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Advertising Group Headed by Manson

Committee Enlarged As Result Of Increased RMA Activity

GROWING advertising and promotional activity in RMA led last week to enlargement of the RMA Advertising Committee. Stanley H. Manson, public relations manager of Stromberg-Carlson Co., Rochester, was named committee chairman by Paul V. Galvin, president of Motorola Inc., Chicago, chairman of the RMA Set Division within which the committee operates.

Mr. Manson has been chairman of the RMA's "Radio-in-Every-Room" subcommittee and has been active in sales promotion functions. He assumes his new post when the committee meets Sept. 9 at the Roosevelt Hotel, New York.

Victor A. Irvine, advertising manager of Motorola Inc., was named vice chairman of the committee. Now under way are plans for National Radio Week, under committee direction in cooperation with NAB (see story this issue). RMA has a $50,000 fund for set promotion.

John S. Garceau, Farnsworth Radio & Television Corp., Fort Wayne, who was chairman of the committee since its formation in 1940 and who brought into RMA's promotional work the cooperation of a number of allied trade organizations, resigned recently.

Committee Members

Members of the enlarged committee, in addition to Messrs. Manson, Irvine and Garceau, are Clare Blakslee, Wilcox-Gay Corp.; Guy C. Cyr, Noblitt-Sparks Industries; P. G. Gillig, Emerson Radio & Phonograph Corp.; John F. Gilligan, Philco Corp.; Frank V. Goodman, Andrea Radio Corp.; E. L. Hadley, Bendix Radio; H. Lance, Sentinel Radio Corp.; William E. Macke, Zenith Radio Corp.; S. D. Mahan, Crosley Division; W. B. McGill, Westinghouse Radio Stations Inc.; J. J. McLoughlin, Warwick Mfg. Corp.; K. T. Milne, Delco Radio Division; L. B. Pambrun, Majestic Radio & Television Corp.; L. E. Pettit, General Electric Co.; George E. Rakovan, International Detrola Corp.; Percy L. Schoenen, Olympic Radio & Television Inc.; Kenneth W. Sickinger, Stewart-Warner Corp., N. H. Terwilliger, Sparks-Withington Co.; J. M. Williams, RCA Victor Division.

Meeting of the RMA Export Committee, of which James E. Burke, Stewart-Warner Corp., is the new chairman, will meet Aug. 19 at the Stevens Hotel, Chicago. Exports of American-made receiving sets and components have risen rapidly since the war and a new record is expected in 1947 despite recent steps by Mexico and some other nations to bar or curtail American imports to conserve dollar credit balances.

WALTER F. MYERS, chief engineer of WJJD Chicago, makes a check of meter readings on RCA BTA 50-F transmitting unit, first postwar 50-kw unit manufactured by RCA, now being used to transmit the station's increased signal. Construction and equipment costs for new unit amounted to $250,000, with station retaining old transmitter as an auxiliary. WJJD began operation with 50 kw Aug. 4, making it Chicago's most powerful independent station.

SALE NEGOTIATIONS FOR KTMC COMPLETED

NEGOTIATIONS for the sale of KTMC McAlester, Okla., by C. E. Wilson and P. D. Jackson to J. Stanley O'Neill of Lake Mohawk, Sparta, N. J., have been completed, subject to FCC approval. The sale price is $100,000.

Mr. O'Neill has been in the communications field for more than 20 years, and for the past 14 years has owned and operated the Fire & Police Radio Communication Co., Hackensack, N. J., which he recently sold. With FCC approval of the KTMC purchase, he will move to McAlester and assume active direction of the company.

KTMC is a 250-w fulltime affiliate of ABC and the Oklahoma network. The station is licensed to McAlester Broadcasting Co. Blackburn-Hamilton Co. handled negotiations for the transfer, which is subject to the open-bidding proceedings prescribed by FCC's Avco Rule.

Half-Year Tube Output Passes 100-Million Mark

PRODUCTION of radio receiving tubes exceeded 100,000,000 during the first six months of 1947 despite a letup in manufacture from the pace set in early 1947, according to RMA.

June production totaled 15,057,109 receiving tubes, slightly above the May figure of 14,575,237. Of the June total 9,150,113 were for new sets, 3,396,071 for replacements, 2,435,906 for export and 75,019 for U. S. agencies. Half-year output of 103,362,432 included 66,371,204 for new sets, 23,920,166 for replacements, 12,804,197 for export and 266,865 for U. S. agencies.

WRVA, *Richmond,*

"Virginia's Premier Radio Station",

announces the appointment of

RADIO SALES, *the Spot*

Broadcasting Division of CBS,

as its national representative,

effective October 1, 1947.

WRVA

50,000 WATTS

A CBS AFFILIATE

Ontario Now Permitting Liquor Firm Advertising

LIQUOR COMPANIES are being granted permission to do some advertising in Ontario under a new ruling, according to Col. William Greisinger, Ontario liquor commissioner, but Canadian Broadcasting Corp. has not yet made a ruling on the move. Beer advertising on radio is allowed to a limited extent in Quebec at present.

CBC policy has been to allow liquor advertising in provinces where provincial legislation allowed such advertising. Last year a brewery in Ontario wanted to sponsor an institutional tourist attraction program, *Ontario Holiday*, on CFRB Toronto, but CBC ruled against it, and station has been carrying program as a sustainer. The new Ontario government ruling may reverse the CBC ruling on sponsorship of this show.

Fort Wayne 1450-kc Grant Loser Will Seek Re-hearing

A PETITION for re-hearing was being prepared last week in the Fort Wayne 1450-kc case [BROADCASTING, Aug. 4], in which, uniquely, FCC accomplished a reversal of its proposed decision without any Commissioner changing his vote.

Planned by Community Broadcasting Corp., which won the proposed decision but lost to Radio Fort Wayne in the final, the petition was expected to argue that rehearing is justified because Comr. E. M. Webster, who cast the deciding vote, did not take part in earlier consideration of the case. It also was expected to attack the final decision's emphasis on local residence of Radio Fort Wayne stockholders.

The proposed decision anticipating a grant to Community Broadcasting was adopted on a 3-to-2 vote [BROADCASTING, May 5]. Comrs. Clifford J. Durr, Rosel H. Hyde, and Ray C. Wakefield formed the majority, while Chairman Charles R. Denny and Comr. E. K. Jett favored the mutually exclusive application of Radio Fort Wayne.

Comrs. Denny, Jett, Hyde and Durr each stood pat in the voting on the final decision, also a 3-to-2 decision. The reversal was achieved by (1) the fact that Comr. Wakefield had left the Commission in the meantime, cutting Community Broacasting's votes to two, and (2) Comr. Webster's vote for Radio Fort Wayne. It was one of the first docket cases in which Comr. Webster had voted since he took office April 10. Comr. Paul A. Walker did not vote on either the proposed or the final decision.

The Bank is Broke

A PRIZE of $7,440, believed to be the largest single cash award ever presented during a radio broadcast, was won during the ABC Bristol-Myers Co. broadcast of *Break the Bank* on Aug. 1 by Mr. and Mrs. Albert M. Fowler of Glen Rock, N. J. The Fowlers, 73 and 70 years old, respectively, are teachers at Central High School in Paterson, N. J.

Owned by Radio Newsman

Community Broadcasting is principally owned by Radio Newsman Arthur S. Feldman (51%) and his wife, Rhoda (39%), with the remaining 10% owned by James M. Barrett Jr., Fort Wayne attorney. Radio Fort Wayne is owned in equal shares by Charles A. Sprague and Glenn R. Thayer, WOWO Fort Wayne engineers, and Merlin H. Smith, Army veteran and former Civil Service investigator.

FCC's proposed decision preferred Community Broadcasting because of "the wider experience of the Feldmans in developing programs of public interest." The decision conceded that two-thirds of the stock in the rival Radio Fort Wayne is held by local residents as compared to only 10% in Community Broadcasting, but asserted that the Feldmans, if the application were granted, "will become Fort Wayne residents."

Emphasis Reversed

The emphasis was reversed in the final decision:

> Two of the three equal stockholders of Radio Fort Wayne Inc. have lived in Fort Wayne and had fulltime employment with a radio station there for a number of years, and the third stockholder has recently moved to that community. All three will devote fulltime to the operation of the station they propose. On the other hand, while the Feldmans plan to move to Fort Wayne in the event of a grant, they are not presently residents of that city. The only stockholder of Community Broadcasting Corp. who now resides in Fort Wayne is Mr. Barrett, a 10% stockholder who does not plan to participate in the day-to-day operations . . . Hence we believe the application of Radio Fort Wayne is to be preferred . . . in view of the closer identification of the stockholders . . . with the city of Fort Wayne, and further in view of the somewhat greater integration of ownership of that company with the day-to-day operation of the station it proposes.

The final decision recognized "the extensive experience of the Feldmans" but did not regard this factor as outweighing those favoring the rival applicant.

Both applications requested 1450 kc with 250 w fulltime. Homer Rodeheaver, song evangelist, was a third applicant for the same facilities but was unsuccessful in both proposed and final decisions. Community Broadcasting Corp. is represented by Arthur Schroeder of the Washington law firm of Miller & Schroeder, and Radio Fort Wayne Inc. by George S. Smith of Segal, Smith & Hennessey, also of Washington.

20 small markets = one *big* market

None of the small and medium sized communities in KFYR-land is an advertiser's bonanza, *in itself*, but, *taken together*, they form a rich market whose buying power exceeds that of many *big* markets. KFYR's strong, clear signal reaches out to snatch listeners as much as 400 miles from Bismarck. In fact, KFYR's .5 M/V contour covers more area than any other station in America

But coverage *alone* doesn't make KFYR one of the nation's outstanding stations. KFYR's progressive policy of building programs *especially designed* for folks of the Upper Midwest, has created an intense listener loyalty that pays off at the cash register.

Let KFYR build sales for *you* in the great Upper Midwest.

KFYR Bismarck, N. D.
NBC Affiliate
5000 Watts — 550 Kilocycles
B M B Daytime Circulation: 271,540
National Representative: JOHN BLAIR & CO.

YOUR GREATEST **SELLING** POWER...

in the South's greatest city...

Of the **10** top cities in the South **New Orleans** is **first** in both wholesale and retail sales*

Buying Power

Buying power in New Orleans today is more than 2½ times as great as it was 5 years ago.*

Income

Effective income is higher than the United States average. In 1946, the national index was 237. **New Orleans index was 264.***

Retail Trade

Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

Industry

New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more workers now employed than in 1940.

*Source: SALES MANAGEMENT'S Survey of Buying Power, 1947
Map shows rank in wholesale sales
Retail sales rank of these cities:

1. New Orleans
2. Houston
3. Dallas
4. Atlanta
5. Louisville
6. Memphis
7. Birmingham
8. Oklahoma City
9. Fort Worth
10. Jacksonville

**Source: DUN'S STATISTICAL REVIEW.

. . . and **WWL** is your greatest selling power in the South's **first** city

WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive program.

Full Color 24-Sheet Posters

Big Newspaper Ads

Point-of-Sale Displays

Street Car Dash Posters

Folks turn first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

25 YEARS OF SERVICE

The Greatest SELLING Power in the South's Greatest City

50,000 Watts - Clear Channel - CBS Affiliate

Represented Nationally by the Katz Agency, Inc.

Stations Are Important Ad Purchasers Kenyon & Eckhardt Survey Indicates

RADIO STATIONS, which derive their income from advertising, are becoming important purchasers of advertising themselves, a survey conducted by Kenyon & Eckhardt, New York, disclosed last week.

Several stations are spending more than $50,000 a year to advertise in other media. It is a rare station indeed that doesn't spend something, the survey made clear.

Kenyon & Eckhardt was commissioned to make the survey by the National Assoc. of Transportation Advertising, trade group in the car card advertising field. The agency mailed questionnaires to 900 stations and received 407 replies.

The questions asked of station men were: (1) What % of total station promotion is invested in transit advertising; (2) what was the result, in your opinion, good, bad, indifferent; (3) will this promotion be increased or decreased in 1948; (4) what are the estimated expenditures for 1947 and 1948?

The answers to the questionnaire brought the following results: Newspapers are the No. 1 choice for station promotion but outdoor advertising and car cards were used extensively—26% of the stations stating they used the car card medium.

A cross section of replies shows 46% of the returns were from 250 w stations—26% from 5 kw—18% from 1 kw and 7% from 50 kw—3 from others.

In response to the query of the results of transit advertising, 49% said transit advertising has shown good results, 34% were indifferent to its benefits, 16% had no opinion and only 1% said that transit advertising has shown bad results.

Station promotion in all media will be increased next year the survey shows.

Radio's Aid in Big Navy Recruiting Drive Ahead

SPECIAL recruiting drive by the Navy, described as the biggest in its history, is being planned, with broadcasters asked to donate time and facilities. Arthur C. Stringer, NAB Director of Special Services, has written all stations about the campaign, which is being handled without paid promotion in any medium since Congress did not provide funds.

In addition to material available locally, Capt. John B. Shipman, directing the drive, has a series of transcribed spots and quarter-hour programs, along with live spots.

WAVZ AT NEW HAVEN TO START ON SEPT. 1

WAVZ New Haven, Conn.., has set Sept. 1 as the date when it hopes to begin broadcasting. Construction work is progressing rapidly, according to Lester C. Flood, treasurer of the licensee, New Haven Broadcasting Corp., and general manager of the station. WAVZ will operate as a daytime 1-kw outlet on 1260 kc.

Owners of New Haven Broadcasting in addition to Mr. Flood, who was formerly a broadcast accountant with FCC, are: Edward S. Minor, New Haven lumberman and realtor, president; J. Francis Smith, Waterbury, Conn., lumberman and banker; David J. McCoy, New Haven lawyer, and Murray L. Grossman, Waterbury businessman formerly affiliated with WBRY Waterbury.

Mr. Grossman will be sales manager of WAVZ. He has handled sales for WBRY over a long period, and is the owner of Telemusic Inc., Hartford, Conn., a wired music service.

Other staff members include: W. Richard Carlson Jr., program and publicity manager, and Arthur Allen, chief engineer.

WAVZ's studios and offices are at 152 Temple St., New Haven, and its transmitter is in West Haven. Station plans to use UP news service and to supplement it with local coverage by its own news bureau.

* * *

Three WAVZ executives—(l to r) Lester C. Flood, treasurer and general manager; W. Richard Carlson Jr., program manager; Edward S. Minor, president of licensee, New Haven Broadcasting corp. — inspect progress on station's antenna installation.

THEY CAN'T RESIST

When WAIR tells this great market about your product, the response adds up to profitable volume in a hurry. That's because our good listeners can't resist the appeal of a friend they've learned to love and trust.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

KLAC's up

hooper up

rating up

goes...

More people listen to KLAC than any other independent station in Los Angeles.*

KLAC (featuring Al Jarvis and his Make-Believe Ballroom) continues to lead the morning field.*

*CE Hooper total-rated-period share of audience survey, May-June 1947.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

HARRISON IS ELECTED WMAS-WLLH PRESIDENT

GERALD HARRISON, who has been vice president and a director of both WMAS Springfield, Mass., and WLLH Lowell, last week was elected president of both stations. He succeeds Albert S. Moffat, who died July 22 [BROADCASTING, Aug. 4].

Mr. Harrison

Active in radio for over 21 years, Mr. Harrison started broadcasting Boston sporting events over a special hook-up before networks were in operation. In 1926 he owned and operated the former WLEX Lexington, Mass., with Carl Wheeler, who succeeds him as vice president of WMAS and WLLH.

From 1930-1944 Mr. Harrison was director of public relations and later director of station relations for Yankee Network. He joined WMAS and WLLH as vice president in 1944. He had been a stockholder for several years.

NAB-RMA Meeting

MEETING of the NAB-RMA Liaison Committee is scheduled Aug. 26 at NAB Washington headquarters, with mutual problems on the agenda. These problems include plans for joint promotion of National Radio Week (see story this issue), the Radio-in-Every-Home campaign of RMA, FM receiving set manufacturing problems, FM duplication of network music and television developments.

WJBK Detroit, July 30 presented 189,000 tea bags to Lorettamary Gibson, superintendent, treasurer and foundress of Mercy Hall Hospital, Detroit. The donation inaugurated local drive for funds to support this institution which is devoted entirely to care of cancer cases.

MANAGEMENT

VINCENT BARKER, after 14 years with NBC engineering in New York, has resigned to operate WFRL, new 1-kw station to begin operations this fall in Freeport, Ill. WFRL is owned entirely by Mr. and Mrs. Barker.

BEN MUROS, former program director of WCAE Pittsburgh, has been appointed manager of WKAP Allentown, Pa. Mr. Muros has been with WCAE since 1937 when he joined the engineering department.

CALVERT M. HILL, formerly with Fletcher, Van Tifflin, Lyons and Teetzel, public accountants, has been appointed station manager of WEXL Royal Oak, Mich.

HELEN WILSON has been appointed general manager of WHLS Port Huron, Mich., replacing HARMON L. STEVENS, who has resigned to join newly formed American Telecasting Corp., Hollywood, as vice president.

CAPT. VINCENT J. MANNO, general manager of The Smith Davis Corp., New York radio station and newspaper brokers, has been appointed assistant treasurer of the corporation.

HENRY C. PUTNAM, manager and part owner of KPOA Honolulu, has resigned that position and sold his interest in the station to his partners, ELROY McCAW and JACK KEATING. Mr. Putnam reports for duty with Army Ground Forces Pacific on Aug. 15 with rank of Lt. Col., MI - Reserve. His future plans after this temporary tour of duty have not been announced.

Mr. Putnam

JAMES BLACKBURN, partner in radio brokerage firm of Blackburn & Hamilton, Washington, is the father of a boy.

DAVID ROSENBLUM, owner and manager of WISR Butler, Pa., has returned from hospital and is recovering at his home from a serious heart attack. His illness followed shortly after his attendance at NAB Regional meeting in Baltimore.

NATHAN STRAUS, president of WMCA New York, just returned from two month European tour, Aug. 11 through 15, from 7:05-7:15 p.m., on WMCA, will report nightly on European conditions.

SIDNEY N. STROTZ, NBC Western Network vice president, Aug. 4 received Adv. Assn. of West award for "The Fifth Horseman," atomic sustainer. ROBERT J. McANDREWS, Young & Rubicam audience promotion head and AAW vice president, made presentation.

ROBERT W. BOOTH, vice president and general manager of WTAG Worcester, Mass., has been appointed to Army Advisory Board for that area.

John H. Lee

JOHN H. LEE, 60, former general manager of WHAM Rochester, N. Y., died on Aug. 5 after a long illness. Mr. Lee entered the radio field in 1925 and was a writer, producer and actor at WHAM Rochester and other stations in the Rochester area.

CUBA's self-styled "one-man FCC," Nicholas Mendoza (l), director of communications for the Cuban government, is interviewed by Alan Scott on KYW Philadelphia *Man on the Street*. Program originates weekly at Atlantic City, where Mr. Mendoza is attending International Telecommunications Conference.

Celebrating
Our 10th Year with NBC
Your No. 1 Station Serving the Magic Rio Grande Valley!
Affiliated with NBC
the No. 1 Network
Weslaco
KRGV
LOWER RIO GRANDE VALLEY OF TEXAS
1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO
AND STUDIOS AT
THE MAGIC EMPIRE OF THE RIO GRANDE
"And the 'Happy Returns of the Day' go to our Advertisers. As the NBC station in the 132 million dollar Magic Valley Market . . . KRGV is a No. 1 buy on any timebuyers schedule.
NBC and Lone Star Chain
SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN Radio Sales

A KSL Advertiser is better known by the **COMPANY HE KEEPS!**

KSL's high commercial standards mean high listener acceptance

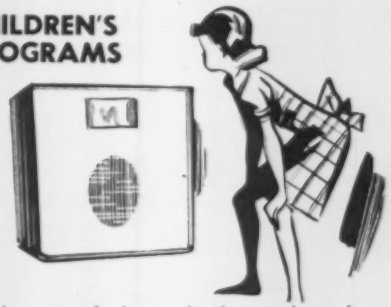
HOUSEHOLD PRODUCTS

Food and drug product advertising on KSL is carefully checked to make certain that all laws pertaining thereto are being observed.

RELIGIOUS BROADCASTS

KSL was one of the first stations to offer generous amounts of time without charge for religious services to all major denominations.

CHILDREN'S PROGRAMS



Healthy respect for law and order, good morals, and fair play are required in KSL children's programs. In addition, the dramatic adventure aspects must not be over-accentuated.

To quote from KSL's workbook—"Program excellence and the integrity of the sponsor and product are the paramount considerations in the acceptance of any advertising." The experience of hundreds of national advertisers on KSL has shown the wisdom of this policy. For KSL is known as "the quality station" among the 1,391,370 radio families* in its nighttime coverage area, and in turn, the products and appeals of KSL advertisers are accepted with complete confidence.

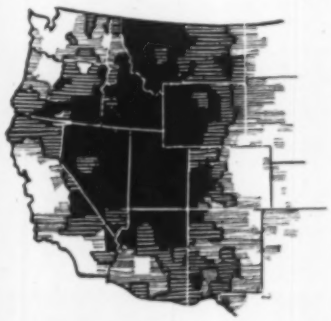
*Broadcast Measurement Bureau, 1946

COMMERCIAL COPY

Standards set up by the NAB governing length and content of commercial copy are carefully observed on KSL. This makes for more cheerful acceptance of all advertising on the station.

SPECIAL EVENTS

KSL microphones are in the center of all important local civic activities and special events, lending spice to the regular program schedule and giving KSL listeners lively on-the-spot coverage.



KSL NIGHTTIME COVERAGE
Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

You as an advertiser, in many cases, are judged by the quality of the other advertisers in the medium of your choice. On KSL you can be sure that your associates will be the finest — advertisers of unquestioned integrity. So in your next radio campaign, specify KSL, the dominant station in Intermountain America Contact your nearest Petry representative in New York, Chicago, Boston, Detroit, St Louis, Atlanta, San Francisco, or Los Angeles.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

For many helpful facts and BMB data on KSL, send for your copy of KSL's new BMB Map folder.

YOU CAN TIE UP THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

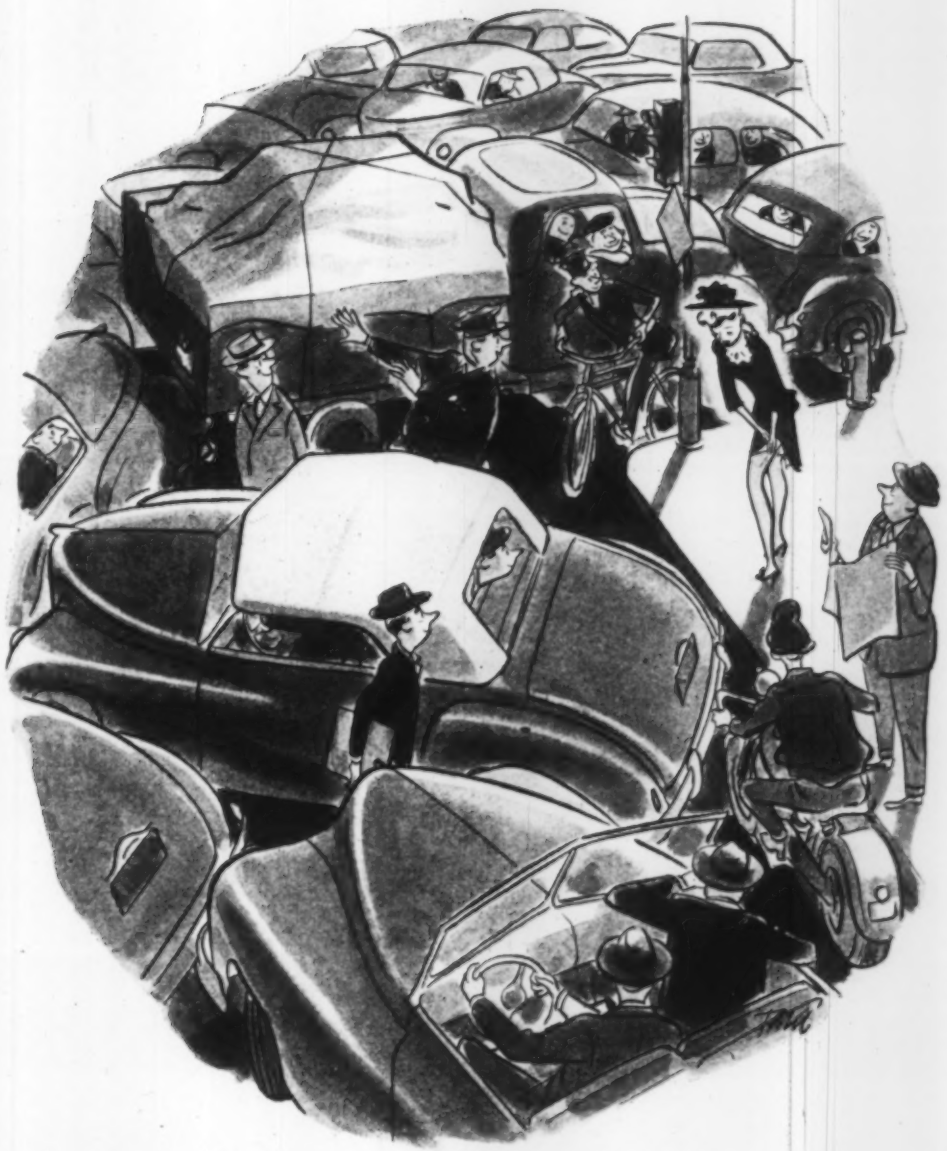
If you want the eyes of the Pacific Coast audience on your product, put your show on Don Lee. This outside market (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946) gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it).

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If *you* have something to sell the outside audience, don't hide it—put your show on Don Lee, the only network with enough facilities to reach *both inside and outside markets* on the Pacific Coast!

The Nation's Greatest Regional Network



Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Editorial

Legislative Life Line

IN LITTLE MORE than a month, radio goes to its biggest convention. Advance estimates are that 3,000 will attend the NAB annual meeting in Atlantic City Sept. 15-18. It will mark the first time in NAB annals that a convention will have been held in an auditorium, rather than in a hotel. NAB has outgrown single hotel accommodations.

Justin Miller will preside after two eventful years as the association's president. He will give an accounting of his stewardship. There will be no problems on that score because Judge Miller has acquitted himself admirably and courageously as radio's leader. He has spearheaded the fight for radio's full freedom. He has come to grips with many of radio's operating problems. He has brought new prestige and dignity to the art.

The convention can't solve radio's myriad problems. It can adjust some and chart courses of action on others. There's the self-regulation code which is certain to engender heated debate. There's the future of BMB and the perennial problem of dealing with Petrillo. There are terrific labor problems all down the line. There's the ever-expanding competitive picture and the constantly diminishing coverage of standard stations growing out of wholesale licensing of stations. The agenda could be endless.

Yet all these burning issues are collateral. The fundamental one is the law that governs radio and the men who administer it. Broadcasters had a taste of one legislative potion a few short months ago—at hearings on the White Bill (S-1333) which, if adopted in its present form, would scuttle our existing radio structure. That bill is still pending, for next January Congress picks up where it left off last month. Chairman Wallace H. White Jr., says he isn't wedded to that bill. But he is determined to press for legislation. Senator White is highly respected by his colleagues as an authority on radio. His views carry weight. That cannot be brushed aside.

Judge Miller will have a legislative report for the convention. We hope he will have a model bill ready, a bill around which a united broadcasting art can rally. Radio must be in a position affirmatively to support good legislation, rather than negatively to resist that which is ill-conceived.

Broadcasters should go to Atlantic City prepared to argue every issue, but grimly determined to hold the legislative life line.

Juke Box Vision

AND NOW it's Phone-Vision—the "pay-as-you-see" television service proposed by Comdr. Eugene F. McDonald of Zenith on the premise that the advertiser can't pay the freight for acceptable video schedules.

It sounds for all the world like Bill Benton's plan for Subscription Radio, via FM, which he launched on paper just before the war, and quietly folded when he accepted the call to become Assistant Secretary of State. The FCC couldn't see Mr. Benton's plan because he wanted to use FM bands for what we choose to call "narrowcasting" to those who would pay the price, rather than broadcasting to all tuners within earshot.

Comdr. McDonald's service would be available through a telephone connection, with the tariff charged to the phone bill.

Some newspaper editorial opinion goes into raptures over the Zenith plan. Understandably so. Television adds a new dimension for the radio advertiser. It is already being eyed with interest, if not excitement by department store advertising executives who were never enthusiastic about aural radio. They see in television an ideal local medium for displaying and demonstrating their wares to the woman in the home.

Small wonder, then, that newspapers should favor a plan that would remove the threat of video competition to their advertising pages.

We doubt, however, whether the broadcaster pioneering in television, as he did in aural broadcasting a quarter-century ago, will share the newspaper enthusiasm for Comdr. McDonald's plan. Nor do we think the listening and viewing public will go for it.

They are more disposed to echo the sentiments of E. A. Nicholas, president of Farnsworth Television & Radio Corp., who told a dealer meeting:

> **The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, to enjoy any program they choose. They do not pay a tax; they drop no nickels in slots; they receive no bills from anyone. They expect the same of television and they are going to get the same of television.**

To which we add our "Amen."

WHEN the movie people protested to Jimmy Petrillo that their joint boycott on the use of films for television might be illegal, Jimmy responded: "Let the attorneys worry about that." (Testimony at House Labor subcommittee hearing in Los Angeles last week.)

Under the Taft-Hartley Act, Jimmy, you'd better hire some lawyers who are willing to stay up nights to do a little extra worrying on such matters. And don't forget, FM is waiting too.

The 'Voice' Stutters

ASSISTANT Secretary of State Benton, who achieved such signal success as an advertising agent, industrialist and educator, is finding it tough to be a successful bureaucrat. He hasn't worn well with Congress or with others in public life. The tenacity which won him many an advertising appropriation, hasn't tended to win Congressional friends or influence Government people.

Mr. Benton was recently granted an interim fund of $12,000,000 to continue the "Voice of America" for the coming year—interim because Congress isn't convinced that there is an inevitable and continuing need to keep the Government in the broadcasting business and because they are not sure the present management is the answer.

But the unrelenting, determined Mr. Benton, his salesman's nostrils distended, plows ahead with his advocacy of the "Foundation" plan for a semi-public corporation to run international broadcasting. That's putting the Government in the broadcasting business. That's the BBC pattern. That's what Congress told him it wouldn't do.

Mr. Benton professes to want to take broadcasting out of the State Dept., and place it in this Foundation. There's only one way of accomplishing that. Give it back to the broadcasters. Let the Government buy time, as does any other client.

Mr. Benton, after repeated rebuffs, should know by now that, despite his dynamic salesmanship, he can't sell Congress the "Foundation," or any variation of it. Radio by the American Plan means radio in private hands as a free enterprise. If the shortage of international frequencies means there must be a pooling of facilities, let the impetus for such an enterprise spring from the roots of American radio. To try to sell America, the citadel of world freedom, via a Government Voice, makes a mockery of the freedom concept.

Our Respects To—

ROBERT HENRY HINCKLEY

"HERE'S my suggestion on how to handle this sketch," said Robert Hinckley to BROADCASTING. "Just say, 'This is what Hinckley knows about radio.' Then leave the rest blank."

We are disregarding Mr. Hinckley's advice.

What this ABC vice president has to contribute to radio is far more important than any subjective knowledge of the medium. He's like the rare woodsman who can see the forest despite the trees. For in every field he has explored he has sublimated the industry for the idea and his success has been phenomenal.

His belief in radio is founded upon the fact that it is "the greatest means we have to keep alive the ideas that the founding fathers of this country have given us, and the ideas for which they founded the country."

The challenge of radio's potential power is the perfect outlet for Mr. Hinckley's zeal for public service, ingrained in him since his early days as a missionary for the Mormon Church. "I guess I've still got the old missionary attitude," he admits.

Somehow Robert Hinckley can be a "missionary" while resembling more the small boy at a Sunday school picnic. He savors life and the job at hand with a joy that makes him seem decades younger than his 56 years.

Of pioneering Mormon stock, his concept of the responsibilities of citizenship is his guiding principle. He was born in Fillmore, Utah, June 8, 1891. After graduating from Brigham Young U. in 1906, he sailed for Europe "to go proselyting for the Mormons."

"I was always being asked how many wives I had," he recalls, "and I couldn't even grow whiskers." So to compensate for the nakedness of his chin, the 19-year-old missionary let his sideburns grow down to his jawbone.

"At 20 I was the Mormon bishop of Cologne," he says with dignity. "Out of a population of 600,000, there were 590,000 Catholics. The rest were Lutherans."

After three years in Germany Mr. Hinckley returned to teach history, civics and social sciences—and coach football—at Brigham Young U. "I guess I was always preaching citizenship," he says, "and the kids told their parents. So they got even with me. They elected me—when I wasn't even running—for the State Legislature. I served one term. The pay was $4 a day."

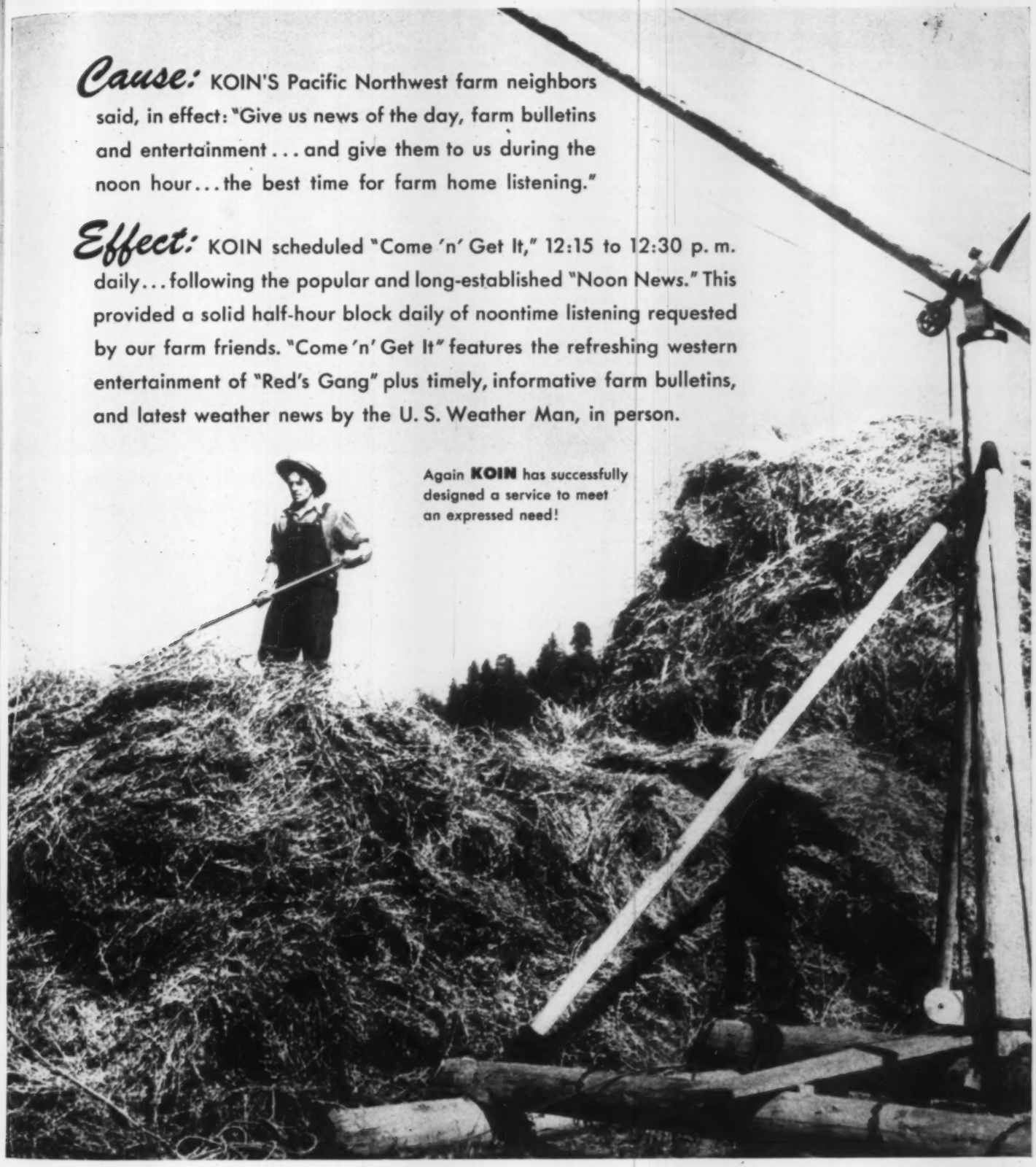
Meantime, in 1915 he had married Abrelia Seely, and in 1916 had started an automobile distributing business. He was "salesman, mechanic, bookkeeper, general manager, telephone

(*Continued on page 50*)

Cause: KOIN'S Pacific Northwest farm neighbors said, in effect: "Give us news of the day, farm bulletins and entertainment . . . and give them to us during the noon hour . . . the best time for farm home listening."

Effect: KOIN scheduled "Come 'n' Get It," 12:15 to 12:30 p. m. daily . . . following the popular and long-established "Noon News." This provided a solid half-hour block daily of noontime listening requested by our farm friends. "Come 'n' Get It" features the refreshing western entertainment of "Red's Gang" plus timely, informative farm bulletins, and latest weather news by the U. S. Weather Man, in person.

Again **KOIN** has successfully designed a service to meet an expressed need!



KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 48*)

operator, distributor and promoter" for Nash, Buick and Dodge.

Tremendously interested in transportation—he once had plans to write a history of civilization based on the importance of the wheel in human progress—he entered aviation in 1928, establishing Utah Pacific Airways. The company is still operating, still solvent, and still boasting one of the highest safety records of any air line.

In 1933 Governor Blood of Utah, asked Mr. Hinckley to organize the state for the Civilian Conservation Corps. "While you're at it," he said, "take a look at relief conditions." This he did, in the record time of one week.

Washington was impressed. And especialy impressed was Civil Works Administrator Harry Hopkins, who called on Mr. Hinckley to set up relief plans for Utah. He worked out a program, then asked Mr. Hopkins' agency for $600,000, which would answer the needs not only for water conservation in the arid state, but also for men to work the crops resulting from the new water system. This figure was three or four million less than the government had expected.

The agency then asked him to do the same job for the other states. So from 1934 to 1936 he was in Washington as assistant administrator of the WPA.

For two years following he was back in Utah with his auto and aviation interests. Then the government started the Civil Aeronautics Authority, and Mr. Hinckley again was a public servant.

So in 1938 he set up the Civil Pilot Training program. He had to fight hard for his idea of "using existing facilities"—a cardinal conviction of his—and teaching aviation in schools while using local airports. He won, however, and training was started in 13 schools throughout the country. Three hundred pilots were trained the first year with no fatalities. The next year, out of 10,000 pilots trained, there was but one fatality. The safety methods of Utah Pacific Airways were working on a national scale. There are now 600 colleges training pilots, "And they're still using existing facilities."

At that time Edward J. Noble, now chairman of the ABC board, also was chairman of the CAA. He and Mr. Hinkley struck up a fast friendship that has paid dividends in many ways to both. "We have quite a time together," says Mr. Hinckley. "Ed has a terrific sense of humor—and I don't think I exactly cramp his style," which is the greatest understatement of the year.

In 1940, in view of his outstanding record in getting national knots untied, Mr. Hinckley was appointed Assistant Secretary of Commerce (Mr. Noble was Under Secretary of Commerce at the same time).

He became an executive with the Sperry Corp. in 1942 when his Commerce term was up, and remained there until government service called again. This time it was in the person of James Byrnes, ex-Secretary of State, who asked him to serve as director of the U. S. Office of Contract Settlement. "I told him I couldn't afford it," he says. "And I wouldn't stay on private salary and be a dollar-a-year man." But the persuasive Mr. Byrnes and the even more persuasive Mr. Roosevelt prevailed and Mr. Hinckley again went on government salary, as Director of Contract Settlement.

He was given carte blanche to draft anyone he desired to fill his agency. To the amazement of the bureaucrats, Mr. Hinckley and but 82 people cleared up the billions of dollars worth of settlement in two years—1944-1946. "We used existing facilities and established standard procedure and regulation," he explains. There was scarcely a hitch and contract settlement had been expected to be the bottleneck that would prevent speedy reconversion.

In January 1946 Robert Hinckley turned his energies from the government branch of public service into what he considers an even wider field of public betterment—radio. On Jan. 23 last year he was named vice president and member of the board of ABC.

He also branched out into radio ownership the same year. He has minority interests in KULA Honolulu, which began operating in May and WTHI Terre Haute. He is also stockholder in Universal Broadcasting Co., Indianapolis FM permittee and applicant for purchase of WISH in that city; and holds a 15% interest in an AM-FM permittee in Fort Wayne. Mrs. Hinckley owns 25% interest in KALL Salt Lake City, and a 5.02% interest in ABC is in her name.

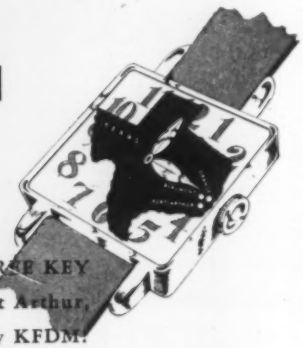
His hope now is to see ABC have an editorial policy with the network expressing it on the air. "I'd like to see it shape up as pro-country," he says, "in keeping with what the founding fathers handed down to us. So far I feel radio is not discharging its responsibilities. And the potential power is so tremendous. . . ."

Three boys and a girl comprise the Hinckley offspring: Robert Jr., 28, a major in the Air Forces; Elizabeth, 26, now Mrs. Nibley; John, 24, and Paul, 22. Red, Redder and Reddest are the nicknames of the sons, in chronological order. "They just came that way," Father Hinckley says.

Although he keeps his home in Ogden, Utah, he also has residences in New York and Washington. And no matter where he is he always keeps ingredients on hand for the Hinckley special—a "Hincklini," composed of seven parts gin, one part vermouth, and the rest hangover. It was discovered before the atom bomb, and is twice as potent.

SET YOUR TIME TO 3

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS



ONE BIG MARKET . . . THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . covered by KFDM! PERMANENT incomes, employment, and high incomes make this one of the most favored spots in the U. S. Take time this time to schedule KFDM . . . HAS THE AUDIENCE DAY AND NIGHT . . . in a 584 million dollar market!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

COMMERCIAL

DON MENTZER, formerly with KFH Wichita, Kan., has been named special sales representative for KCKN Kansas City, WIBW and WIBW-FM Topeka (Capper Publications stations). His headquarters will be at 300 Waltower Bldg., Kansas City, Mo.

GEORGE STARR Jr., former publicity director with the Canton Uses, has joined WCMW Canton, Ohio, as commercial manager.

JOSEPH A. LENN, account executive at WHLI Hempstead, L. I., N. Y., has been appointed director of local sales for the station.

JOE PORTER, former sales manager of WJZ New York, has been appointed commercial manager of WMID Atlantic City.

TAYLOR-HOWE-SNOWDEN has been appointed national representative for WVER Lexington, and KCSJ Pueblo, Colo., new stations.

HAROLD WOOLLEY, former account executive of KTFI Twin Falls, has joined KEEN San Jose, Calif., as account executive.

JAMES HUGHES, who formerly operated his own local agency, has joined KGER Long Beach, Calif., as account executive.

FRED ALEXANDER, formerly with distributive education course in several New England schools, has been appointed sales manager of WLOB Claremont, N. H.

RADIO ADV. Co., New York, has been appointed national representative for WKBB and WDBQ (FM) Dubuque, Iowa.

LYNN BARNARD, former account executive and television director of BBDO New York, has joined Joseph Hershey McGillvra Inc., as member of New York sales staff. **RAY G. MURPHY** has rejoined McGillvra organization.

HENRY CATE is now head of sales department of KICD Spencer, Iowa. He replaced **TOM STEENSLAND,** who has opened own business.

W. W. (Bill) FIRMAN, former spot salesman for ABC Central Division, and prior to that member of communications branch of the OSS during wartime, has joined Chicago office of Taylor-Howe-Snowden, national representatives.

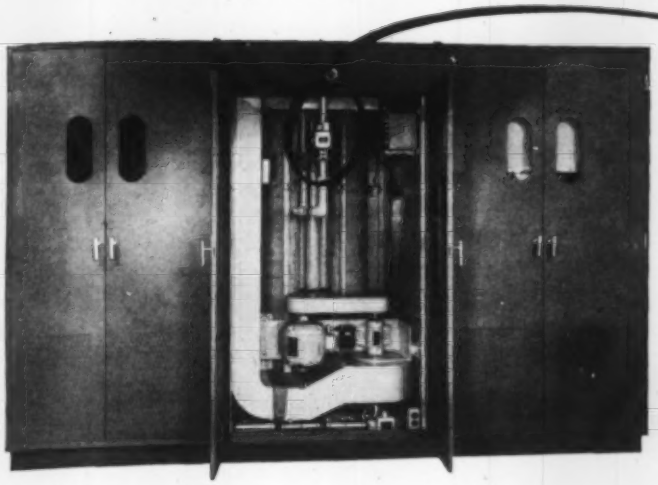
GEORGE GUYAN, former operations supervisor of WBBM Chicago and CBS Central Division and prior to 1942 chief station announcer, has joined sales staff of WGN Chicago.

WKMO Kokomo, Ind. appointed Radio Adv. Co. as its exclusive national representative effective Aug. 1. Station is Columbia affiliate.

WNEW New York on Aug. 12 will receive an award from the National Safety Council Inc., for its series of public service spot announcements "Safety First" singing jingles. Ted Cott, WNEW program director, who conceived and wrote the announcements, will receive the presentation for the station.

It will soon be 630 in Savannah

The Power and Impedance Monitor



IT'S NEW...
IT'S EXCLUSIVE!
IT'S ONLY IN
Western Electric
FM TRANSMITTERS

It gives you for the first time...

✓ **Accurate, direct measurement of the *actual RF power* fed into antenna system**

✓ **A simple method of measuring standing wave ratio under full power output**

The new Power and Impedance Monitor designed by Bell Telephone Laboratories is another exclusive "plus" for users of Western Electric FM transmitters. It tells at a glance transmitter output power or reflected power in kilowatts ...gives a constant check on standing wave ratio while on the air... automatically protects your equipment from excessive standing wave ratio. Here are the vital functions performed by this new device:

The MONITOR (B), located within the transmitter, registers on front panel meter the power in kilowatts actually going into the transmission line at any time, *no matter what the standing wave ratio on the line.*

The FRONT PANEL METER (A), connected to the Monitor, provides direct readings of output power and reflected power in kilowatts. Also gives a simple means for determining standing wave ratio at any time, *while the transmitter is in operation.*

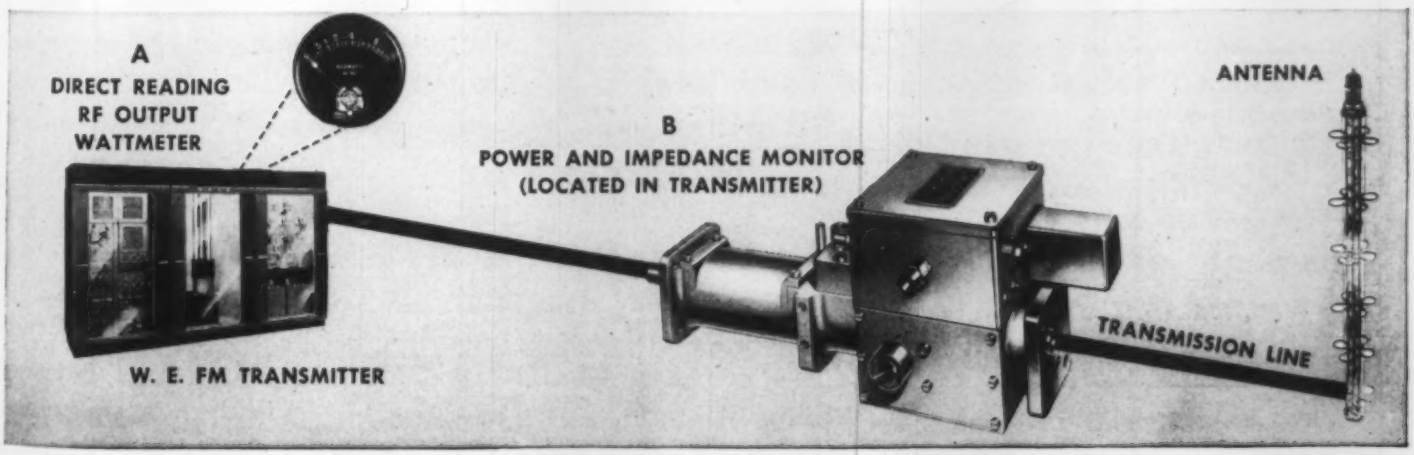
The new Monitor is supplied as standard equipment with Western Electric FM transmitters of 3 kw and higher powers.

Write for literature describing in detail the operation of the new Power and Impedance Monitor. Address your request to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y., or see your local Graybar Broadcast Representative.

Western Electric

Distributed by GraybaR
OFFICES IN 92 PRINCIPAL CITIES

— QUALITY COUNTS —



Memphis and Mid-South women do a lot of buyin' in this Billion-Dollar market.

Down here in Memphis, women prefer WMC. It's our "personality", they say. We lure 'em to listen with top NBC shows, outstanding regional programs, and personalized local features.

WMC

"the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you **want** . . . . . .
It's WMC you **need.**

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

PRODUCTION

DONALD L. MICHAUD, engineer at WLOB Claremont, N. H., has been appointed chief announcer of that station. **HAROLD KEHOE,** formerly with WHDH Boston and WESK Salem, Mass., has been named program director for WLOB.

JACK PETERSON, former chief announcer of WIS Columbia, S. C., and director-producer of WBBM Chicago, has joined KOY Phoenix, as writer-announcer. **RUSSELL MOTT,** former news writer and announcer of KDTH Dubuque, also has joined KOY in similar capacity.

DICK HALPIN, formerly with WHBC Canton, Ohio, and WIZE Springfield, Ohio, has rejoined staff of WHBC.

EVELYN GRIFFITH, secretary to night supervisor of WRC Washington, has been appointed WRC night supervisor.

ROBERT BODDEN, program director of KROS Clinton, Iowa, is the father of a girl, Alice Louise.

BILL McREYNOLDS, formerly with WRUF Gainsville, Fla., has joined WOAI San Antonio, Tex., as commercial announcer.

LARRY CHATTERTON and **BOB ANDERSON** have joined announcing staff of KHJ Hollywood. Mr. Chatterton was formerly with Packard-Bell Co., Los Angeles, and announcer of KNX Hollywood, and Mr. Anderson was with KNX Hollywood and KQW San Francisco.

SCOTT BUCKLEY, former writer-producer at WBYN Brooklyn, has joined WNBC New York, as a producer. Mr. Buckley formerly has been radio director of Winchester Repeating Arms Co. and the Bell Aircraft Corp., a director at WBRY New Haven, Conn., and WGNY Newburg, N. Y.

RAY BOLEY, acting continuity head of KOY Phoenix, has been named permanent manager of that department. He replaces **HOWARD BLACK,** now operating control board and handling several m.c. assignments on his own shows.

GEORGE SNELL, program manager of KEEN San Jose, Calif., has resigned as freelance producer of NBC "Standard Hour."

JOHNNY OLSON, m.c. of ABC's "Ladies Be Seated" show, heard Mon.-Fri. 2-2:30 p.m. (CDST), has requested a release from his duties to begin production of his own shows.

ANN RYAN, part-time vocalist at WLW Cincinnati, has joined station fulltime.

TOM MORRISSON, formerly with WHK Cleveland, has joined announcing staff of WCMW Canton, Ohio.

BILL HURLEY, formerly with WAGC Chattanooga, has joined announcing staff of WCCP Savannah. **BOB MANN,** program director at WCCP, has been appointed director of public relations for Savannah Junior Chamber of Commerce.

KAY ERVINE, formerly of CJOC Lethbridge, Alta., and **ELEANOR WOOLARD,** formerly of CHAB Moose Jaw, Sask., have joined continuity staff of CKWX Vancouver, B. C.

MAURY FARRELL, director of sports and special events at WAPI Birmingham, Ala., has been named assistant program manager. **TOM HANSERD,** formerly with WKRM Columbia, Tenn., has joined WAPI-WAFM as announcer-m.c.

AL CURTIS, former freelancer in Hollywood, has joined announcing staff of KROW Oakland-San Francisco. Mr. Curtis was also with KRNR Roseberg, and KFJI Klamath Falls, Ore.

HERB BRITTAIN has been appointed musical director of CKRC Winnipeg. Mr. Brittain has served for past two years with engineering department of CKRC.

BOB HIEBERG, announcer formerly of KSTP St. Paul, has joined KLX Oakland, Calif., as vacation relief announcer.

FRANK LOVEJOY, Hollywood radio actor, has a feature role in "Black Bart, Highwayman," currently in production at Universal-International Studios.

MILTON BELL, having finished his studies at Syracuse and St. Louis, has rejoined announcing staff of CKWS Kingston, Ont., and will spend part of his time this winter finishing his theological studies at Queen's U., Kingston.

STAFF CHANGES at KHQ Spokane, Wash. find three veterans moving into key spots. Herb Hess (l) producer of many Army broadcasts, has been named production supervisor. C. H. "Tiny" Talbot (c), Army veteran well-known in West Coast radio, joins KHQ as director of public service, and Paul Law (r), ex-Navy man who has been a staff announcer, is now chief announcer.

CLELLAN CARD, formerly with KSTP St. Paul and previously with WCCO Minneapolis for 10 years, has returned to WCCO as an m.c.

GORDON TAPP and **WILLIAM GALBRAITH** have joined announcing staff of CHVC Niagara Falls, Ont.

WALTER C. GERING, writer at KNX Hollywood, has shifted to KMPC that city, as member of production-continuity staff.

STAN HOWARD has joined announcing staff of CFCH North Bay, Ont.

CATHRYN CRAGEN, using name of Becky O'Reenie, has joined KIEV Glendale, Calif., as record m.c. with daily two-hour program.

RAY GIRARDIN, production manager of WEEI Boston, is the father of a girl, Nancy Louise.

DON MacDONALD has joined the announcing staff of CKUA Edmonton.

ROBERT C. VINSON has been signed to a personal contract by Reginald Denny, Hollywood silent film star, to write radio series based on life of England's famed highwayman, Dick Turpin.

BILL NADEAU and **MAURICE DARJES** have joined announcing staff of CKGB Timmins, Ont.

CARLEY CARPENTER, assistant program director for KWIL Albany, Ore., and Bob Copenhaver have announced their marriage.

RALPH EDWARDS, m.c. of NBC "Truth or Consequences," has been given the American Cancer Society's Distinguished Service Award for raising $34,120 for cancer research on his program.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND SOON—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

available now . . . for immediate delivery

"COMBINETTE IN FM" features: 8 tubes, plus selenium rectifier, operates on AC or DC, 3 stages of i.f. amplification, 5" speaker, built-in line cord antenna, "console-type" mahogany cabinet 14" x 11" x 8", receives FM independently or as tuner with any AM set.
Manufactured by:
AIRADIO INCORPORATED,
Stamford, Conn.

Hundreds of FM broadcasters and industry leaders who have seen and heard "the people's FM" recognize this combination FM receiver-tuner as just what the people want – just what broadcasters need – just what dealers can sell!

Priced low enough to make fine FM a reality to all,

suggested retail price . . . **$56.95**

orders are being filled as received – and dealers will get prompt attention from exclusive sales agency, ELECTRONICS, INC.

934 Bowen Building, Washington 5, D. C., Phone REpublic 8181

SPONSORS

CHARLES E. DARWENT and **JOSEPH A. DEIMLING** have been appointed assistant advertising manager and assistant sales promotion manager (Household Products), respectively, of S. C. Johnson & Son Inc., Racine, Wis. Mr. Durant was formerly assistant advertising manager for Armour & Co., Chicago, and Mr. Deimling was previously promotion display manager for W. T. Grant, N. Y.

ELECTRIC Assn. of Chicago has announced plans for fall advertising and promotion campaign to stimulate sales of electrical appliances in Chicago area. Feature of $60,000 campaign will be contest in which entrants must complete, in 50 words or less, statement, "I Want To Live Electrically Because. . . ." Spot radio and television announcements will be used. Agency: J. R. Pershall Co., Chicago.

ROBERT D. STUART, assistant advertising director of U. S. Rubber Co., New York, has been appointed sales promotion manager of that firm's General Products Div. Mr. Stuart formerly was MBS producer and one of the founders of the Intercollegiate Broadcasting System.

KIMBELL CANDY Co., Chicago, has appointed Jim Ward & Co., Chicago, to handle advertising for its product, "Smacks" Coconut Bar. Company is currently conducting 90-day test campaign in Wisconsin cities, with approximately 40 transcribed spot announcements per week over such stations as WTAQ Green Bay and WMAM Marinette. Plans call for extension of campaign to Kentucky, Michigan, Iowa and Indiana at completion of test period.

DEWCO TIRE SERVICE Co., Philadelphia, has started sponsorship of seven "Sports Whirl" programs weekly on WIBG Philadelphia and video time signals on WPTZ Philadelphia. Philco video station. **HANNEIL FOODS Inc.,** New York (Pepcorn Chips), Aug. 6 began two time signals weekly on WCBS-TV New York, CBS television station. Raymond E. Nelson, New York, is agency for both Dewco and Hanneil.

GONZALEZ, CASTLETON & SHAW Soc. Anon. Com. e Inc., Buenos Aires (Hoover Vacuum Sweepers, Argentine Representative for new home sewing machines and Nu-Tone Door Chimes), has appointed McCann-Erickson's Buenos Aires office to handle its advertising.

WILLIAMS, STARK & HINKLE Adv., Washington, have contracted for sponsorship on one-hour musical show on WWDC-FM Washington. This marks the first time since WWDC started its FM operation that a program has been sold for airing on its FM alone. Show started Aug. 10 and is aired Sun. 8-9 p.m.

JAMES HANLEY CO., Providence, R. I. shifts account for Hanley's beer to Ilkinson-O'Donnell Adv., New York. Spot radio will be used in New England.

JEFFERSON AMUSEMENT Co., Beaumont, Tex., chain with 95 theatres, is sponsoring a transcribed weekly children's program "Jump-Jump" on 11 stations in that state. Produced by The Cardinal Co., Hollywood, transcribed series is placed direct.

TAPPAN GAS RANGE Co., Mansfield, Ohio, in dealer tie-in will sponsor weekly transcribed musical featuring Jack McElroy and Gaylord Carter trio, on stations nationally. Placing direct, program is packaged by The Cardinal Co., Hollywood.

NATURAL MINERAL Co., Hollywood (mineral food supplement), on July 28 started 13 week test with thrice weekly local participation in MBS cooperative "Cecil Brown" on KHJ Hollywood. Firm also co-sponsors daily "Spade Cooley Time" on KFVD Los Angeles, and with dealer tie-in has seven times per week two-hour recorded musical on KRUX Glendale, Ariz. Agency: W. C. Jeffries Co., Los Angeles.

NUTRI-COLA Co., Long Island City, N. Y., will begin spot campaign on stations in Kansas City, using time signals. Expansion in use of spot announcements by beverage firm is expected in near future. Agency: William H. Weintraub & Co., New York.

O. PARKER McCOMAS, former vice president of Philip Morris & Co., New York, has been elected executive vice president of the firm.

TOY MENAGERIE, Beverly Hills, Calif. (retail toys), has appointed Adolphe Wenland & Assoc., Hollywood, to handle advertising. Radio will be used along with other media.

XLNT SPANISH FOODS Co., Los Angeles (canned chili, tamales), has appointed Glasser-Gailey Inc., that city, to handle advertising. Radio being considered along with other media.

GRUEN WATCH Co., Cincinnati, has cut new series of 24 one-minute announcements with The Modernaires, musical group, for placement on stations nationally. Series was cut at NBC Hollywood radio-recording division, with **LLOYD SMITHSON** of Spot Transcriptions, Cincinnati, supervising production for account.

KEN-WIN Co., Los Angeles (Pilser beer distributors), in two week test, Aug. 4 started using more than 1,000 transcribed announcements on 19 Northern California stations. List includes KJBS KYA KSFO KLX KROW KEEN KLOK KSJO KYOS KTRB KSRO KBLF KRE KVCV KHSL KYMC KFBK KROY. With expansion of campaign other stations will be added. Agency: Smith, Bull & McCreery Adv., Hollywood.

ATLAS BREWING Co., Chicago, has contracted for sponsorship of broadcasts of all home and traveling games of Chicago Cardinal professional football team over WJJD Chicago. **JACK BRICKHOUSE,** Chicago freelance sports announcer, will do play-by-play.

RHODES & JAMIESON Ltd., Oakland, Calif. (earth-moving equipment), has appointed Ad Fried Adv., Oakland, to handle advertising. Initial test campaign will be conducted in Northern California. Radio will be used.

S. M. FRANK, New York (mfg. of pipes, cigarettes and cigar holders), began a test spot campaign on WLIB New York two weeks ago. Agency: Grey Adv., New York.

TEA GARDEN PRODUCTS Co., San Francisco (preserves, jellies, grape juice), has appointed BBDO, that city, to handle national advertising. Media being considered.

WASHINGTON STATE APPLE ADV. COMMISSION, Wenatchee (cooperative), using national spot and regional network radio along with other media, has budgeted between $400,000 and $500,000 for advertising and promotion this season. Of this sum, $135,000 so far has been appropriated for use between September and year's end. Plans for first half of 1948 will be set in fall. Agency: J. Walter Thompson Co., Seattle.

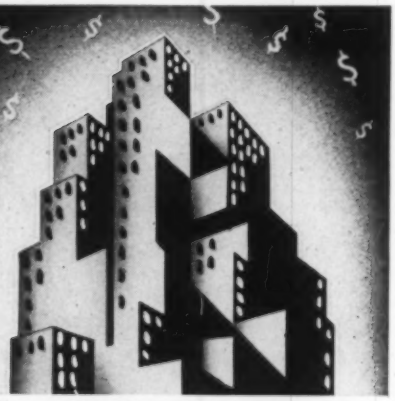
W. G. PATRICK & Co., Toronto (Symington's gravy improver), is using spot announcement campaign on a number of Canadian stations. Agency: James Fisher Co., Toronto.

'Love That Cleaner'

INTRODUCTION to a new household cleaner, Texize, was impressed on minds of citizens of Greenville, S. C., and surrounding areas a fortnight ago when Texize Chemicals Inc. threw "Love That Cleaner" at them 30 times a day over the air, plus newspaper space for nine days. Jim Henderson Adv., agency for Texize, bought 10 spots per day on each of three local stations, WESC WFBC WMRC, and one-inch ads in two papers tying-in with "The Hucksters" during its run in Greenville. Teaser campaign was so effective that plans are underway to introduce the product in markets throughout the state in similar manner, with Spartanburg next on the list. Heavy schedule of regular jingle transcriptions will be used to follow teaser.

Reach for

MORE PEOPLE
MORE MONEY
MORE SALES
***in* Greater Kansas City**
***thru* KCKN**



Counties (and Important Cities)	Estimated Population 1/1/47	Net Effective Buying Income (After Taxes)	Total Retail Sales	Homes with Radios
Jackson (Mo.)	487,900	$770,204,000	$408,234,000	133,067
Kansas City	419,200	708,336,000	390,624,000	112,945
Wyandotte (Kans.)	159,800	189,577,000	92,055,000	36,676
Kansas City	140,000	179,290,000	90,167,000	31,163
Johnson (Kans.)	43,000	25,558,000	17,163,000	8,552

SOURCES: Homes with Radios—Bureau of Census, 1940.
All other data—Sales Management's "SURVEY OF BUYING POWER," May 10, 1947. (Reprinted with Permission.)

An Effective Buying Income of nine hundred million dollars (AFTER taxes) is concentrated in Greater Kansas City. And, to reach this in-the-money mass market, KCKN programs *exclusively* to satisfy the radio listening pleasure of its metropolitan audience.

That's why Greater Kansas Citians turn to KCKN for the kind of radio entertainment they like . . . and that's why your sales message, delivered through KCKN, will reach more people who have more money—and make more *sales* for you. Thanks to KCKN's specific coverage, you may sell to Greater Kansas City's nine hundred million dollar buying power *without the rate penalty of out-state coverage.*

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE FOR AVAILABILITIES

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW & WIBW-FM, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

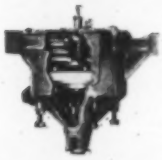
CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Stop 'WOW'!

—with a positive drive at 33.3 and 78 rpm



Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue—*your recorded programs!*

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002″ tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information *—and prompt delivery*—address: 88-06 Van Wyck Blvd., Jamaica 1, New York.

Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifier Systems

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

AGENCIES

RUPERT LUCAS, who has been radio director of Chicago office of Young & Rubicam for past four years as producer, production supervisor and program manager on outstanding network shows, has resigned. He is currently in New York and plans to leave for Canada for a brief rest before announcing further plans.

RALPH YAMBERT, veteran of 15 years in advertising and public relations, has established The Ralph Yambert Organization at 840 Seward St., Hollywood, as a package service of public relations, advertising and marketing. Associated with Mr. Yambert in the firm are **CHARLES J. EASTMAN** Jr., formerly with Buchen Co., Chicago, and **HAL HODGE**, who has been in radio production in Hollywood for 20 years. Agency offers complete service in all three fields in package form or in any single phase alone. Telephone: Hillside 3159.

Mr. Yambert

ARTHUR BOOTH, former partner and vice president of Booth, Vickery & Schwinn, Baltimore, has been appointed general manager of recently-reopened Baltimore office of St. George & Keyes, New York and Baltimore agency. Firm's Baltimore office, which had been closed since 1944, is located at 2112 North Charles St.

ERWIN, WASEY & Co., New York, has formed a new company in Brazil to be known as "Publicidad-Erwin Wasey S. A." with main office located in Rio De Janeiro. **ALFREDO G. MACHADO** is manager of office. This is the agency's first operation in Latin America.

CHARLES H. GABRIEL, treasurer of Brisacher, Van Norden & Staff, New York, has, in addition to his duties as treasurer, been appointed general manager of agency's New York office, succeeding **JAMES P. DERUM. ROBERT BRISACHER**, formerly with Gimbel's Department Store, New York, and son of **EMIL BRISACHER**, president of agency, has joined firm's New York office, where he is working in promotion, merchandising and copy.

TRISTRAM DUNN, former general advertising manager of Northam Warren and Peggy Sage Inc., and prior to that with Young & Rubicam, has joined William Esty & Co., New York, as an account executive. Mr. Dunn will work on Vel account of the Colgate-Palmolive-Peet Co.

BRUCE SWIGERT, assistant for past year and a half to manager of McCann-Erickson, in Bogota, Colombia, will be assigned to similar capacity in agency's Havana office after brief vacation in New York.

FOOTE, CONE & BELDING, Los Angeles, has offered for sixth consecutive year to serve as Advertising Council's volunteer agency for preparation of Fire Prevention program in 1948.

WILLIAM H. RANKIN Adv. & Public Relations Co., New York, formerly located at 123 East 39th St., has moved its office to Bankers Trust Bldg., 527 Fifth Ave.

HENRI R. POULIN has been appointed director of French language broadcasting by MacLaren Adv. Co., Montreal. He formerly was with CKCH Hull, Que., and CBC French network, and until his present change was in charge of the Montreal office of Time Magazine.

MAYERS Co., Los Angeles, has merged with Hillman-Shane Adv., that city, absorbing the latter's staff and accounts. **HENRY MAYERS** is general manager of new operation, and **DAVID S. HILLMAN** becomes account executive and creative business head.

JACK C. SHARP Jr. has been appointed radio director of Leonard M. Sive and Assoc., Cincinnati. Mr. Sharp was formerly in charge of radio continuity and will continue in that capacity.

M. C. (Doc) BORLAND, vice president of Hannah Adv., Co., San Francisco, has resigned effective Aug. 15 to join J. Walter Thompson Co., Los Angeles, as service representative.

FRED CRAWSHAW, former president of Photo & Sound Productions, San Francisco, has joined Garfield & Guild Adv., that city, as vice president and senior account executive.

HAROLD H. WRIGHT, formerly with Campbell-Ewald Co., New York, has joined copy department of Wendell P. Colton Co., New York.

LEO J. PAULIN & Assoc., Washington, D. C., effective Aug. 1 withdrew from advertising agency business to expand activities in related fields of radio and television productions, public relations and convention services. Telephone: National 9349 and National 9325.

RHODA BANDLER RAIDER, former radio copy chief for four years at Kal, Ehrlich & Merrick, Washington, and previously with WINX that city, as traffic manager and continuity director, has been appointed radio director in charge of all radio operations for Alvin Epstein Adv., Washington. She is the wife of **ALVIN J. RAIDER**, account executive of Epstein agency.

Mrs. Raider

LEWIS EDWIN RYAN Inc., Washington, D. C., has been elected a member of American Assn. of Adv. Agencies, bringing AAAA membership to a total of 200 agencies.

J. T. MITCHELL, director of radio production for Morse International Inc., New York, resigns from that post effective Oct. 1. His future plans were not announced.

EUGENE LESSERE, former copy-contact with Al Paul Lefton Co., New York, has joined Compton Adv., New York, as a writer in radio copy department.

ROBERT W. ORR & Assoc., New York, will be represented in England by Leggett Nicholson & Partners Ltd., 123 New Bond St., London, and on the continent by Opta, 96 Rue de la Victoire, Paris, France.

ROBERT TUCKER, associated with Foote, Cone & Belding, New York as radio casting director for past two years, has joined J. Walter Thompson Co., New York, as television casting director on Kraft television show.

FRANK H. NEWTON has been appointed manager of copy department of McCann-Erickson Inc., Chicago.

Thrifty Choice

Richer Profits in Sales at Lowest Listener Cost . . . Here's How: Richer Norfolk Market . . . WTAR Speeds Up

MORE CUSTOMERS, with more buying dollars, are ready for you in the Norfolk Market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

MORE LISTENING customers, the clock around, to local and national programs, than all other Norfolk Market stations combined, with listening to outside stations practically nil. (Hooper CM, Fall-Winter, '46-'47)

WTAR again TOPS the nation in AUDIENCE DELIVERY, with the highest ratings of any station in any Hooper city on 6 of the 15 top night-time shows; delivering 124.1 Hooper points in excess of National ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947) "Sensational!" —says The Billboard.

Let WTAR be your partner for THRIFTY SELLING . . .

NBC AFFILIATE
5,000 Watts
Day and Night

National Representatives: Edward Petry & Co.

NORFOLK VIRGINIA

WTAR

Operator, WTAR-FM on 93.1 frequency

It will soon be 630 in Savannah

KRUL CORVALLIS, ORE., TAKES AIR ON 1340 kc

Architect's sketch of KRUL home.

KRUL, new fulltime 250-w Corvallis, Ore., station on 1340 kc, was to take the air yesterday (Aug. 10) from its modernistic studios and executive offices at 1221 S. 15th St., that city.

Licensee is Pacific States Radio Co. J. C. Haley Sr., president of Brown & Haley Candy Co., Tacoma, is president, and Charles S. Wilson, Corvallis automotive and agricultural implement distributor, vice president. Robert S. Ingalls, manager of Corvallis *Gazette-Times*, is secretary-treasurer.

J. C. Haley Jr., KRUL managing director and chief engineer, has been in radio for more than 20 years, and was chief engineer of various Pacific Coast and midwest stations before becoming interested in KRUL. Phil Waters, formerly account executive of Homer Griffith Co., Hollywood, station representatives, is commercial manager. Before going to the West Coast he was account executive of KABC San Antonio. Other personnel includes C. W. Peck, formerly of KBIZ Ottumwa, Iowa, special events and production director; Bill Karl, formerly of KSAC Manhattan, Kan., news and sales promotion; Jim Hughell, Gene Kilgore and Dick Pooley, announcer-operators. Gordon Bjork, formerly of KVI Tacoma, is assistant director of promotion and traffic, and Larette Van Patten, formerly of KBPS Portland, heads women's department.

Station has AP news and Lang-Worth transcription services. W. S. Grant & Co., San Francisco, is national station representative.

Graver Predicts Greater Demand for Combinations

PREDICTION that normal demand for radio-phonograph combinations soon will be three to four times the prewar level was voiced by Richard A. Graver, vice president of Admiral Corp., Aug. 5.

While only 6,000,000 families now have facilities for playing phonograph records, according to an Admiral survey, an estimate of 18,000,000 radio-phonographs in American homes within a few years has been advanced by the corporation.

According to the Admiral survey, 57% of all present radio phonographs are owned by families with an income of less than $3,000 a year. Mr. Graver contends that with "the economic level of utilization . . . low (it gives) us a very high potential."

WJBO-BATON ROUGE
Serves A RICH and
Cultured MARKET

● ● This Fast-Growing important city of 113,000 is the educational center of LOUISIANA. Here are located:

Louisiana State University

More than 9,000 students are enrolled at L. S. U. this year—many of them returned war veterans taking advantage of the G.I. Bill of Rights. L. S. U. is doing outstanding work through its great Agricultural and Mechanical College in the development of Agriculture, stock-raising and dairying not only in this section, but throughout the entire South. Practically every Latin American country is represented among L. S. U.'s student enrollment.

Southern University

Provides higher education for almost 2,000 Negroes, ninety-percent of whom come from all sections of Louisiana. Courses included in Southern University's curriculum include: technical trades, industrial education, agriculture, home economics, business courses and teaching.

OTHER IMPORTANT BATON ROUGE MARKET FACTS—

- According to BMB Radio Ownership Reports for 1946, 87.2% of all families living in Baton Rouge own radio sets, the highest percentage for any city in the entire State.
- PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!
- BATON ROUGE is the heart of Louisiana's most intense concentration of great industries and the hub of a huge rich, agricultural area.
- Only WJBO brings NBC programs into this lucrative market!

NBC AFFILIATE

WJBO

Also Operating WBRL Pioneer FM Station in the Deep South

1150 on your dial — 5000 watts day and night

BATON ROUGE, LA.

Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE
Represented Nationally by
George P. Hollingbery Company—Los Angeles & San Francisco, Chicago, New York, Atlanta

RICHARD S. SPENCER Jr., assistant to **E. K. WHEELER**, assistant general manager of WWJ Detroit, has been named public relations and publicity manager of WWJ. He also will handle publicity for WWJ-FM and WWJ-TV.

ROZENE RICHARDS, daughter of **G. A. RICHARDS**, owner of KMPC Hollywood, has shifted from music to publicity department of station.

RAY REBHANN, formerly of UP, has joined WGKV Charleston, W. Va., as promotion manager.

Promotion

KRKO Good Will

HAPPY listeners is the aim of KRKO Everett, Wash. Motorists in that city are likely to find a card on their windshields which reads as follows: "One of our staff members was passing your car and found that the parking meter showed violation. In order to save you a parking ticket and a trip to the traffic court we dropped a nickel in the meter for you. May we remind you not to be late to hear 'What's The Name of That Song,' tonite at 8:00 p.m."

Agricultural Pamphlets

INFORMATION SERVICE has been established by the agricultural department of WNBC New York, and a series of agricultural pamphlets is being distributed free to listeners on request. Due to mounting listener requests and growing shortage of free information bulletins from agricultural extension channels, Tom Page, WNBC agricultural director, stated that eventually this service will expand into a full library on subjects of interest to farmers. Eight pamphlets already have been prepared and are being distributed.

Health Tags

WHITE TAGS printed in red and black have been provided for each member of the Cambria County Medical Society for display in offices. Tags are promotion for "How to Keep Healthy" program on WARD Johnstown, Pa., and are headed "What About Your Health?" Tag gives information on day and time the program is aired.

Promoting Paul Whiteman Show

TO PROMOTE products advertised on Paul Whiteman program, KABC San Antonio is using window showing in key retail grocery outlets in San Antonio. Windows feature a card in center advising readers to "Listen to the Paul Whiteman Club," with an eye-catching caricature of Paul Whiteman, time and station call sign. Two smaller cards on either side of center card feature dominant sales themes of each product advertised—Nabisco, Wesson Oil & Snowdrift, Camels and Nescafe—with pictures and display samples of the products.

FM Demonstrations

DEMONSTRATIONS of FM were presented before the Muskogee (Okla.) Kiwanis, Lions, and Rotary Clubs, and Junior Chamber of Commerce during week of July 20 by KMUS (FM) Muskogee. Local dealers furnished FM receivers and FM converters for each demonstration to show the advantages of FM. The movie, "Naturally It's FM," was shown, followed by a discussion period conducted by D. W. Holsington, KMUS manager-chief engineer. After each meeting, guests were invited to visit KMUS studios and see FM in operation.

WCAU Yardsticks

SLIDING yardstick carrying the message, "Anyway you measure it WCAU is Philadelphia's Number One Station," has been sent by WCAU to all time-buyers and agency contacts in Philadelphia, New York, Boston, Los Angeles and Chicago. Yardstick has been sent in connection with WCAU's campaign titled, "What yardstick do you use in selecting a radio station?"

'Clover' Is Grand Prize

SHORT statement contest is currently being conducted by WHBC Canton, Ohio, in which a registered Holstein dairy calf is being offered as grand prize. Contest is open to 4-H Club members in Stark County. Name of the calf is "Clover," which is 4-H symbol, and contestants are asked to complete the statement: "I would like to own Clover because . . ." Winner will be announced and awarded calf at Stark County Fair on Children's Day, Sept. 2.

Audience Opinions

REPORT on audience likes and dislikes, not only concerning programs, but also on foods, furniture, and medicines, has been compiled by CJEM Edmunston, N. B. Total of 2,500 questionnaires were mailed to listeners in the area and station reports unusual response. From questionnaires, station compiled the complete report, which also includes survey on buying habits.

Snapshot Contest

SNAPSHOT contest for teen-age farm boys and girls highlighted National Farm Safety Week at WMT Cedar Rapids. Pictures depicted typical hazards on farms, with winner receiving new bicycle. Other prizes awarded included radio, camera, and sports equipment. Entire program personnel at WMT worked with Farm Dept. in using farm safety slogans during station breaks and public service programs.

Success Story

PROGRESS of WHBS Huntsville, Ala., is presented in latest promotion piece of that station. Pamphlet titled "Success Story . . . Short and Snappy . . . Concerning RADIO in Huntsville, Ala." presents statistics on growth of station's audience in comparison to other stations in the area. Figures are based on survey made by Robert S. Conlan & Assoc. Coverage map in shape of heart is featured on back cover with inscription "WHBS—the key to the heart of the great Tennessee Valley Area."

Want Ads

NEWSPAPER advertising campaign has been started by KLX Oakland, using series of 1 x 1 column display ads. Ads are solid blocks of copy headed by key word. Example ad reads: "WANTED . . . Information leading to identification of smooth new morning radio show from 10:30-11:45, Mon. through Fri. Dial location 910 . . . station believed to be KLX, Oakland's No. 1 station. Disc jockey is Glen King." No special position is specified for ads. They may be found any place from first display page to classified section.

KCNA Car Cards

CAR CARDS are being distributed by KCNA Tucson, Ariz., to promote KCNA to riders of buses. Cards have a western approach with desert scene, and cowboy on a horse. Illustrated in red, green and white, card carries KCNA call letters, frequency and statement. "The Great Shows Are on Mutual! Tucson's Own Station for Music . . . News . . . and Sports" Station reports 700,000 passengers will see KCNA cards each month.

Lighted Identificatfon Sign

IDENTIFICATION sign is being distributed by Wilcox-Gay Corp., Chicago, manufacturers of Recordio, to all Recordio dealers. New sign has lighted edge and is a lucite panel in bakelite base. Lighting arrangement is non-fluorescent which prevents static interference when used on Recordio instruments. Trade mark is planeographed on lucite panel and vivid dye painted into lettering causes a brilliant glow when sign is lighted.

'Seen Kelly?'

OLD SAYING, "Has Anyone Here Seen Kelly?" is currently being resurrected for use as part of promotional campaign at WJR Detroit, to put over its latest record m.c., Warren Kelly. Station recently auditioned 21 experienced record announcers throughout middlewest to replace Ross Mulholland. Judges unanimously chose an "unknown," Mr. Kelly by name from—WJR announcing staff. Station plans to promote him on a large scale using "Has Anyone Here Seen Kelly" as key slogan.

Joint Promotion

JOINT PROMOTION campaign is being conducted by WPAY Portsmouth, Me., in which two sponsors of its program, "Man on the Street," Rich Loaf Inc. and Edwards Dry Cleaners, combine efforts, time and personnel to sell each other's products. Promotion includes

These three steel structures, each 435 feet high, are representative of Truscon skill in designing and manufacturing towers for every broadcasting need. AM or FM—in guyed or self-supporting types, either tapered or uniform cross section—and for any practical height desired—these are requirements that Truscon can meet adequately and promptly.

Other Truscon products used by KFAB include Steeldeck Roof for permanence, and Projected Steel Windows for ample light and fresh air, in the transmitter station.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Screen Building Products.

FIRST PRIZE plaque for outstanding performance in the handling of promotion and publicity regarding the Saraka-Dorothy Dix Limerick Contest was awarded to KECA Los Angeles. William Gargan (l), star of "I Deal in Crime" show, presented the award to Virginia West, KECA publicity director, who accepted for the station. Also present (r) is Norman Nelson, KECA promotion. Second prize winner was KOL Seattle, and third prize went to WHP Harrisburg.

distribution of folder matches and truck signs, use of newspaper space and awards in form of certificates good for merchandise. Station reports that sales of each company have increased since advent of new campaign.

Local Shopping Drive

CAMPAIGN to encourage local shopping was conducted Aug. 2-6 by Silver Spring, Md., merchants, and promoted by WGAY and WGAY-FM that city, in drive called "Shop Silver Spring Week." WGAY carried a "teaser" campaign throughout preceding week at no cost to merchants, and then offered special "bargain" rates for broadcast commercials, so that even the smallest merchant could use radio advertising. In addition, station contributed time throughout the week for a "Customer-in-the-Street" broadcast. Commercials were well-spaced throughout broadcast day and listeners were advised to keep pencil and paper handy to write down name of stores advertising particular bargains.

KRKN Approval Contest

PROMOTING station through words of praise from its listeners was the aim of KRKN Fort Smith, Ark. in its recent contest "I Like to Listen to KRKN Because . . ." Listeners were asked to complete the sentence in 50 words or less, with winner receiving a new Stewart-Warner Musidora combination radio and record player. Winning letter read in part, ". . . because KRKN is the 'heart' and 'lungs' of my radio . . . transforming it into a living vibrant friend. . . ."

KIMO Opening

OPENING DAY at KIMO Independence, Mo. (Aug. 3), was highlighted by interviews with potential listeners which the station had been collecting, via wire recorder, for some weeks before the station went on the air. Harry Becker, KIMO program director, with the recorder, toured many of the towns and cities surrounding Independence and interviewed several persons in each locality. All interviews took the form of "Man on the Street" broadcasts and were slanted to securing an idea of the listener's specific interest in directing the general program policy. Rebroadcasts were used throughout the opening days' programs.

Anniversary Poster

EVERYONE helped Ray Perkins, disc m.c. of KFEL Denver, to celebrate his first anniversary with the station and a large six-fold poster was prepared and distributed to the trade showing just how Mr. Perkins celebrated his anniversary week. Poster showed samples of announcements, advertisements, mailing cards and other forms of publicity used to tell listeners that Mr. Perkins would begin his second year with a two-hour show made possible by listeners, sponsors and agencies, because "Denver Wanted More Ray Perkins."

NBC Children's Shows

PROMOTION folder titled "Two Young Men with a Mission," will be mailed shortly to a national list of 3,000 advertisers and agencies by NBC, describing two NBC Saturday morning programs, "Adventures of Frank Merriwell," and the "Adventures of Archie Andrews." Brochure describes the two children's programs with pictures and words, and compares Gay Nineties era of Frank Merriwell with the up-to-date adventures of Archie Andrews. Folder was produced under direction of Charles P. Hammond, NBC's director of advertising and promotion, and was designed by Allen Hurlburt, art director. Copy was written by Jack Snow of NBC staff.

Talk about acceleration!

FROM A DEAD START TO First Place IN 6 MONTHS

The New Augusta Story

Here are the comparative figures from the July Conlan survey

	ENTIRE SURVEY
MUTUAL'S WBBQ	30.8%
NETWORK STATION "A"	28.9%
NETWORK STATION "B"	25.7%
NETWORK STATION "C"	9.9%
OTHERS	4.7%

LOOK at this "Share of Audience" GROWTH

	MORNING	AFTERNOON	NIGHT	ENTIRE SURVEY
WINTER, 1947 HOOPER	9.7%	12.3%	12.6%	23.2
MAR. 30-APR. 5 CONLAN	29.5%	22.4	20.6	30.8
JULY 6-JULY 12 CONLAN	24.6	26.2	37.4	

NO MONEY GIVEAWAYS

ON WBBQ THE PROGRAM IS KING

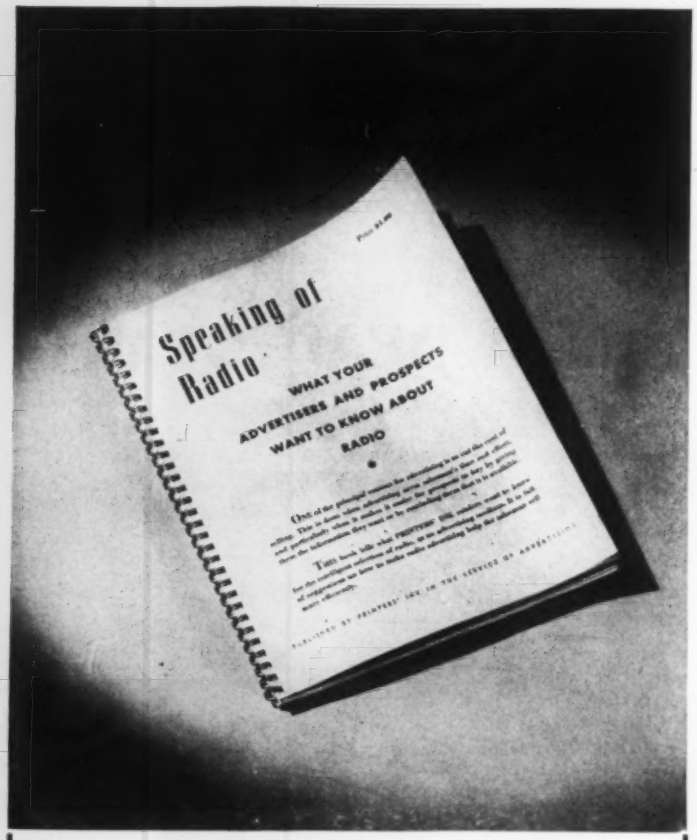
250 WATTS

WBBQ

MUTUAL

AUGUSTA, GA.

REPRESENTED IN GEORGIA, S. C. AND FLA. BY PRESS—RADIO SALES, INC.



ONLY A FEW MORE COPIES AVAILABLE

GET THIS VALUABLE REPORT ON RADIO PROMOTION EFFORTS

"Speaking of Radio" is a first-hand report on what advertisers and agencies think about radio promotion efforts. Printers' Ink staff investigators spent months interviewing radio prospects and customers to find out what they want to know about radio as an advertising medium. This report on their findings should be a valuable aid to all radio advertising and promotion people. Send for your copy today.

PRICE $1.00

Printers' Ink
205 East 42nd Street, New York 17, N. Y.

RADIO COUNCIL SHOW
WROK Five-Weekly Helps Rockford Civic Projects

RADIO and the community are closely interwoven in Rockford, Ill., primarily because of the efforts of an organization known as the Rockford Radio Council.

Work of this organization is highlighted by a Mon.-Fri. 7-7:15 p.m. program over WROK Rockford. The Radio Council program originally was sold to the Rockford Life Insurance Co. for one year and then it was taken over by the Central Illinois Electric and Gas Co., its current sponsor, but the idea remains the same. The quarter-hour is offered by the sponsor to any civic organization which requests it.

The radio time is used by an average of 100 groups a year. Some of these, like the Red Cross, have a weekly offering, while others appear intermittently. The program itself is only a phase of the overall work of the Council, which also functions in schools, libraries, churches and civic organizations.

In order to increase the effectiveness of its broadcasts, the Council has established a Radio Workshop. This not only makes time available to civic groups, but furnishes writing and producing help.

WORK BEGINS ON WSAC, NEW 1-kw GA. OUTLET

WSAC COLUMBUS, Ga., began building last week as FCC approved the site for the new 1-kw fulltime outlet granted the Chattahoochee Broadcasting Co.

Mr. Mullinax

WSAC, to operate on 1460 kc as an MBS affiliate, is being established by Edwin Mullinax, vice president and general manager of Chattahoochee Broadcasting Co., licensee of WLAG La Grange. Mr. Mullinax established the LaGrange station in 1941.

The new station will use an RCA transmitter, RCA turntables, and will be a subscriber to Lang-Worth transcription service. A full time news wire will also be used, with the wire to be selected in the near future.

WSAC plans to go on the air within the next six to eight weeks, using temporary studio quarters at the transmitter. Modern studios in downtown Columbus are planned as soon as a suitable location can be found.

Competing Bidder for KMED Denies Charges of Not Complying With Avco

MEDFORD RADIO Corp., competing bidder for acquisition of KMED Medford, Ore., denied to FCC last week that substantial differences exist between its purchase offer and that of Gibson Broadcasting, the original bidder.

The company's contentions were filed in reply to Gibson Broadcasting's exceptions to the FCC proposal to approve transfer to Medford Radio [BROADCASTING, July 7]. Gibson Broadcasting and Mrs. W. J. Virgin, present owner of KMED, claimed the Medford offer was so different from the Gibson bid that it failed to meet the requirements of the Avco Rule [BROADCASTING, Aug. 4].

In its point-by-point reply, the Medford applicant asserted that if any differences exist they are "only differences in form, rather than differences in substance."

The reply denied claims of Gibson Broadcasting and Mrs. Virgin that Medford Radio had violated its charter, that one of its stockholders is not financially qualified, and that the book value of stock to be transferred to Mrs. Virgin would be less under Medford Radio's offer than under Gibson's.

Purchase price includes $250,000 plus stock valued at $20,900. KMED operates on 1440 kc and has a grant for 5-kw operation. Medford Radio is owned by a group of Medford businessmen who won FCC preference on grounds of local residence as compared with nonresidence of Luther E. Gibson, KHUB Watsonville, Calif., owner who controls (66.6%) Gibson Broadcasting.

The Medford group's reply to the exceptions of Gibson Broadcasting and Mrs. Virgin was filed by John W. Kendall of the Portland law firm of Black & Kendall.

Launch Drive to Finance Bar Assn. Report Service

FEDERAL Communications Bar Assn. has begun a drive for 3-year subscriptions for a proposed new radio reporting service to meet what it calls "the urgent need for complete and coordinated information on radio law, rules, standards and determinations." Brochures describing the service have been mailed to all members of the association, leading consulting engineers and the major networks, and a second mailing is scheduled shortly for station executives and other members of the radio industry.

One volume will be published each year at a cost of $120 a year to subscribers. Volume No. 1 will contain all rules and regulations of FCC pertaining to radio, and all standards of good engineering practice. The second volume is designed to serve as a current reporter of administrative and court decisions relating to the work of FCC. The final volume will contain a digest of FCC and court decisions.

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

GLENN SHELLEY

Assistant to the Musical Director

Next Week
FRANK COFFIN
Public Relations Director

Although firmly grounded in the classics, Glenn Shelley is definitely not a "long-hair" musician. With Glenn the "show's the thing" and he takes Bach or boogie woogie in stride. Shelley is a showman by instinct and by training. At age 14 and still in knee pants, our hero was playing piano accompaniments for silent movies in the pit of Portland's Alhambra theater. He switched to pipe organ and was soon giving concerts for theater audiences on that instrument. This background in show-business has proved invaluable during Shelley's radio career. He has been with KGW since 1931 and has carried a great deal of the load on many a successful live-talent program. You've heard it said, "markets are people." Radio stations are "people," too, and Shelley is definitely one of the people who has helped make KGW one of the great stations of the nation.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TECHNICAL

WILLIAM H. TREVARTHEN, former ABC staff engineer, has been appointed operations supervisor of ABC's engineering department, in complete charge of all technical operations for ABC programs originating in New York area.

ALBERT NUNO has joined technical staff of KEEN San Jose, Calif.

SIDNEY E. WINSLOW has joined engineering staff of WLOB Claremont, N. H., replacing **DONALD L. MICHAUD**, who has become chief announcer.

GENERAL ELECTRIC Co.'s Electronics Dept., Tube Div., Syracuse, N. Y., has developed new ignitron tube, Type GL-5630, for radio transmitter and power rectification applications. New tube rectifies and regulates current and provides one-cycle circuit breaker action simultaneously. GL-5630 has control grid which times current to microsecond and gives tube its voltage-regulating and circuit-breaker qualities.

BRIAN WHITE has joined operating staff of CKWS Kingston, Ont.

MARION P. KOPANSKI has joined technical staff of WOWO and WOWO-FM Fort Wayne, Ind. Mr. Kopanski spent four years in Army doing radio service work. **WILLIAM ERLE BLAINE**, WOWO engineer, has received his B.S. degree in radio engineering from Indiana Technical College.

WALLACE HUBERT is a new operator at CKGB Timmins, Ont.

RALPH WILLIAMS and **BOB REAGAN**, formerly of Army Air Force, have joined staff of WCMW Canton, Ohio, as transmitter engineers.

M. L. KOERNER, former manager of Clark Radio Corp., Chicago, and assistant chief engineer with FCC, has been named director of engineering at WSAM Saginaw, Mich. Mr. Koerner also served as assistant chief engineer with Office of War Information.

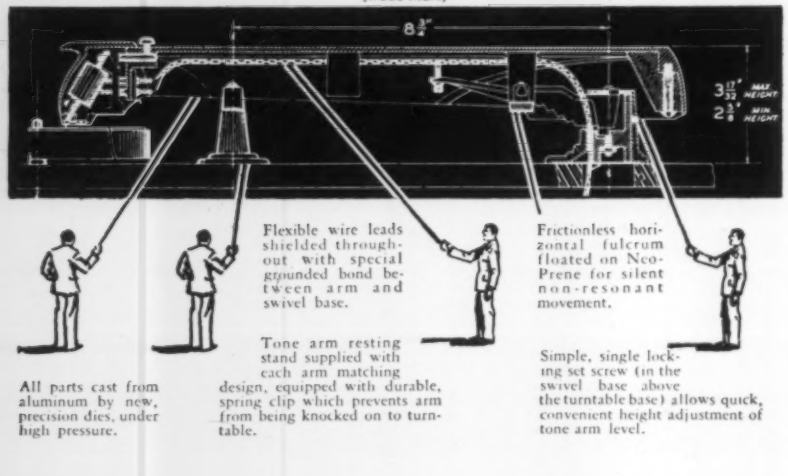
CLARENCE TOUW, formerly with WHN New York, has joined staff of KICD Spencer, Iowa, as chief engineer. Mr. Touw replaces **RUDY LUUKINEN**, who has joined staff of WIRL Peoria, Ill., as chief engineer.

LUTHER MARTIN and **ALFRED HAMMOCK**, chief and assistant engineers of WRLD and WRLD-FM West Point, Ga., have attached an FM adapter to automobile radio of **L. J. DUNCAN**, owner of WRLD and WRLD-FM, believed to be the first private automobile in the area to be equipped with a "commercial" FM receiver.

LEONARD T. ROBINSON, engineer of KFAC Los Angeles, is the father of a girl.

NEW, IMPROVED TONE ARM FOR PARA-FLUX REPRODUCERS

(Trade-Mark)



All parts cast from aluminum by new, precision dies, under high pressure.

Flexible wire leads shielded throughout with special grounded bond between arm and swivel base.

Tone arm resting stand supplied with each arm matching design, equipped with durable, spring clip which prevents arm from being knocked on to turntable.

Frictionless horizontal fulcrum floated on Neo-Prene for silent non-resonant movement.

Simple, single locking set screw (in the swivel base above the turntable base) allows quick, convenient height adjustment of tone arm level.

Universal Reproducer

Lateral Only Reproducer

Vertical Only Reproducer

Here's a new, improved Tone ARM, model A-16, now available to users of PARA-FLUX REPRODUCERS. It's a clean-cut, highly engineered job that embodies unique features for finer, smoother operation. *All parts are now die-cast.* Embodies new *Arm Stand* for ease in handling.

Doing one thing well . . . specialized engineering in the design and manufacture of PARA-FLUX REPRODUCERS . . . has enabled us to achieve this most efficient TONE ARM and interchangeable REPRODUCERS for affording the most realistic reproduction of transcriptions.

Our old tone arm offered many advantages as evidenced by more than 1500 now in service at AM and FM stations. Users can now exchange these old arms for the new Model A-16 Arm at a cost of only $15.00 . . . and can have the advantages of these latest refinements by returning the old arm either to us, or any jobber, listed below, and immediately obtain a new Arm, without delay.

AUTHORIZED JOBBERS

Albany, N. Y.—E. E. Taylor Co.
Allentown, Penna.—Radio Electric Service Co.
Asheville, N. C.—Freck Radio, Refrigeration & Supply Co.
Atlanta, Ga.—Specialty Dist. Co.
Augusta, Ga.—Prestwood Electronics Co.
Binghamton, N. Y.—Federal Radio Supply
Boston, Mass.—DeMambro Radio Co.
Boston, Mass.—Radio Wire Television Co.
Buffalo, N. Y.—Dymac Inc.
Charleston, S. C.—Radio Laboratories, Inc.
Chattanooga, Tenn.—W. B. Taylor Co.
Chicago, Ill.—Concord Radio Corp.
Chicago, Ill.—Tri-Par Sound Systems
Chicago, Ill.—Walker-Jimieson, Inc.
Chicago, Ill.—Newark Electric Co.
Cleveland, O.—Progress Radio Supply.
Houston, Tex.—Houston Radio Supply.
Los Angeles, Calif.—Radio Products Sales, Inc.
Los Angeles, Calif.—Radio Specialties Co.
Madison, Wisc.—Satterfield Radio Supply Co.
Memphis, Tenn.—W & W Distributing Co.
Milwaukee, Wisc.—Radio Parts Co., Inc.
New York, N. Y.—Radio Wire Television Co.
Opaleka, Ala.—Electronic Sales Division (Southeastern Mdse. Exchange).
Philadelphia, Penna.—Algene Radio and Sound Co.
Portland, Ore.—United Radio Supply Co., Inc.
Quincy, Ill.—Gates Radio Co.
Roanoke, Va.—Leonard Electronic Supply Co.
Rochester, N. Y.—Rochester Radio Supply Co.
Sacramento, Calif.—E. M. Kemp Co.
St. Louis, Mo.—Van Sickle Radio Co.
Salt Lake City, Utah—Standard Supply Co.
San Diego, Calif.—Coast Electric Co.
San Francisco, Calif.—San Francisco Radio Supply Co.
Scranton, Penna.—Fred P. Pursell Co.
Topeka, Kansas—John A. Costelow Co.
Tuckahoe, N. Y.—Electronicraft, Inc.
Tulsa, Okla.—Radio, Inc.
Washington, D. C.—United States Recording Co.
Winston-Salem, N. C.—Dalton-Hege Radio Supply Co.

Bulletin PR2, upon request

RADIO-MUSIC CORP.

East Port Chester, Conn.

Radiomarine Personnel Changes Are Announced

GEORGE F. SHECKLEN, who took charge of Radiomarine Corporation of America operations last month following the resignation of Charles J. Pannill as president and director of the corporation, has announced a series of personnel changes within his organization.

Harvey R. Butt and William F. Aufenanger are appointed assistants to Mr. Shecklen, the former for general administrative functions and the latter for real estate, leases, transportation equipment and restaurant management. George P. Aldridge becomes general sales manager with New York headquarters, while Virgil K. Lewis continues as assistant general sales manager.

Mr. Shecklen has been with RCA since its formation in 1919, except for brief periods spent on Naval duty before the war and service throughout World War II, ending up as a Captain, USNR.

Westinghouse Orders

ORDERS received for the first six months of 1947 by Westinghouse Electric Corp. totaled $418,156,772, which is higher than the total for any entire prewar year, the company announced last week. The figure for the last six months of 1946 was $384,828,548. Net income in the first half of 1947 amounted to $21,735,442, equal to $1.59 a share for common stock. This represents a return of approximately 7% on net sales billed during the period.

News

JAMES P. CONNOLLY, formerly with Pennsylvania Grit, Harrisburg Evening News, and AP in Pennsylvania, has been appointed to handle newly-formed news department at WITH Baltimore, Md.

BILL HUNT, head of Variety Magazine's Chicago office, has resigned to join the staff of WBBM Chicago, to do "special work" for station.

ROGER PATRICK, newscaster of KLAC Hollywood, is the father of a girl.

CARROLL ALCOTT, former Far Eastern newsman and one of original "World Front" panel members returned to WLW Cincinnati, Aug. 3 as temporary panel member of the Sunday morning show aired over NBC. He temporarily fills vacancy caused by resignation of Gen. **JAMES EDMONDS** (Ret.).

CARL WARREN, broadcast editor in charge of radio news staff of the New York Daily News, is the author of a new radio journalism textbook which will be published next fall by Harper & Bros., New York.

ERNEST ANDREWS, student of Boston U. School of Journalism, is working part-time in WBZ Boston newsroom during vacation schedule.

GORDON LOUDON, farm service director of WWL New Orleans, has been named publicity chairman of annual New Orleans farm forum set for early fall.

FRANK ATWOOD, farm program director of WTIC Hartford, Conn., was awarded an honorary degree of State Farmer at annual meeting of Future Farmers of America.

BEN WERK, farm director at WKRC Cincinnati, leaves Aug. 11 for trip through "breadbasket" areas of America. He will describe his observations on daily broadcasts over WKRC. Mr. Werk will be the guest of governors and agricultural leaders of states visited.

Highlights of Public Service Radio Discussed at U. of Wisconsin Forum

PUBLIC SERVICE RADIO was broadly discussed fortnight ago during Wisconsin U.'s seminar on the controversial topic at Madison.

Arthur L. Phelps of the International Service, Canadian Broadcasting Corp., opened the conference with "What Is Public Service Radio?" Mitchell Grayson, director of *One World or None* for WMCA New York, headed an Institute project on "Radio Tackles a Public Problem" and presented an illustrated talk on production techniques.

Mr. Phelps developed his theme that radio can work towards a new international culture, "the only one possible for world self-preservation," or it can be "another manifestation of the vulgarity of a gadget-mad civilization."

Mr. Grayson outlined some of the difficulties of producing "satisfying shows." The talent and genius, he claimed, are available but a "yes" or "no" from the executives of commercial radio determines what listeners shall hear.

In addition to this seminar which was broadcast on Public Service Radio July 28, the Institute conducted discussions on subjects ranging from international broadcasting to folklore as program sources.

In another discussion Mr. Phelps again challenged his audience and the networks with the charge that American radio is so preoccupied with other matters that it hasn't time to go into non-paying international broadcasts.

NEW WABD RATE CARD MAILED; PRICES ARE UP

NEW RATE CARD listing substantial increases has been mailed to agencies and potential sponsors by WABD New York, key station of the DuMont television network, with a letter from John McNeil, WABD president, announcing that the new rates signalled the graduation of WABD video from the experimental to the commercial class.

Rates are divided into three time classes: Class A, 7-11 p.m.; Class B, 6-7 p.m.; Class C, 12 noon-6 p.m. Effective Sept. 1, 60 minutes in Class A on WABD will cost $800; 30 minutes, $480; 20 minutes, $360; 15 minutes, $320; 10 minutes, $240; five minutes, $160; one minute or a station break, $80. Prices for the remaining two time classes of the same lengths are as follows: Class B—$650, $390, $292, $260, $195, $130 and $65; Class C—$500, $300, $225, $200, $150, $100 and $50.

A reduction of 20% will be allowed when film only is used on periods of five minutes or more. Commissions of 15% on time and rehearsal charges will be allowed by WABD to recognized advertising agencies. Studio show rehearsal rates are $75 for first hour, $37.50 for each succeeding consecutive half hour or any portion thereof. For film show rehearsals a studio will be provided at 10% of daytime time charge.

SACRED SINGTIME
Teen-Age Music Program Features Church Groups

"Guest Disc Jockey" Rev. Harry H. MacArthur, pastor of the Eagle Rock Baptist Church, Los Angeles, and Mr. Williams (rear).

EARLE E. WILLIAMS is president of Sacred Records Inc. in Hollywood, but he also took the new role of "disc jockey" lately when he inaugurated *Sacred Singtime* over KXLA Hollywood.

Aimed primarily at the teen-age crowds, the program engages in an audience "warmup" each Sunday at 9:30 p.m. and takes the air at 10 p.m. for one-half hour. The program features individuals and musical groups from churches, recordings of well known religious music artists, and an outstanding minister as guest each week.

S-C Net $540,000

SIX MONTHS' PROFIT of $540,000 was netted by the Stromberg-Carlson Co., Rochester, Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, announced in a letter to stockholders last week. Company billings for the first half of 1947 amounted to $15,668,966. Letter reported that reduction of inventories has enabled the firm to conserve sufficient cash resources to finance increased production and the completion of new facilities for WHAM and WHFM.

WHHT
Most Powerful
FULL TIME
station in
DURHAM
N.C. ★ MBS
1 Kw Day — 1 Kw Night

WACO

WACO, TEXAS, with a metropolitan population of 103,000 persons, has an average family income of over $4,000.

AMERICAN BROADCASTING COMPANY'S Regional outlet. 1,000 Watts on 1460 Kilocycles.

COVERS 16 Central Texas counties with a buying power of nearly $380,000,000.

OVER 34% of the radio sets in the Waco trade territory are tuned to W-A-C-O* each day.

*Station WACO is the only radio station in the nation having call letters that spell the name of its home city.

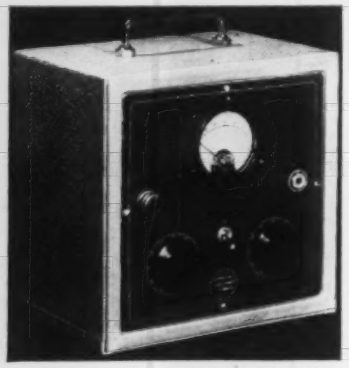
1,000 WATTS 1460 KILOCYCLES

NATIONAL REPRESENTATIVE: WEED & COMPANY

W·A·C·O
WACO, TEXAS

Ready for Shipment Now

2 Channel
PORTABLE
AM and FM
REMOTE
AMPLIFIER



Complete with Tubes
F.O.B. DALLAS . . . $187.50

Here is a remote amplifier that has been designed for operation under any condition. Sturdily and compactly built, light weight, it can be easily carried. Power supply is self-contained.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 15,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 7" x 9½" x 9½".
Weight: 9 lbs.
Finish: Crackled Gray.

Equipped with Cannon Male Chassis Connectors

INTERNATIONAL ELECTRONICS CORPORATION
Dept. C, 4145 Commerce St.
DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications.

ACTIONS OF THE FCC

AUGUST 1 TO AUGUST 7

CP-construction permit | **ant.-antenna** | **cond.-condition(s)**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

Aug. 1 Decisions . . .

FM BROADCAST

By a Board

Conditional Grants

Mercantile Bcstg Co., Miami Beach, Fla., Class B; Kennett Bcstg. Corp., Kennett, Mo., Class A. Proposed assignment: 92.1 mc (Channel 221). The Helm Coal Co., York, Pa., Class B; York County Bcstg Co., Rock Hill, S. C., Class B in lieu of a Class A previously granted; Earl C. Hankamer, Houston, Tex., Class B.

Frequency Assignment

(In lieu of previous assignment)

Copley Press, Inc., Joliet, Ill.—92.7 mc (Channel 224) proposed.

Application Dismissed

Macon Telegraph Pub. Co., Macon, Ga.—Granted request to vacate its construction permit for a Class B station, as company has acquired 16% interest in Macon Bcstg. Co., which also holds CP for Class B station in Macon.

Designated for Hearing

Suffolk Bcstg. Corp., Coram, L. I., N. Y.—Designated for hearing application for Class B station in lieu of Class A station previously granted on Aug. 23, 1946.

Non-Commercial FM Station

Iowa State College, Ames, Iowa—Granted CP for a new station; Channel (No. 217), 91.3 mc; 8.3 kw; ant. 520 feet.

By the Commission

AM—1470 kc

WMBD Peoria, Ill.—Granted CP to increase power of WMBD from 5 kw D, 1 kw N, to 5 kw unl. (DA-N) operating on 1470 kc.

AM—730 kc

Columbia Basin Bcstg Co., Ephrata, Wash.—Granted CP for new station to operate on 730 kc, 250 w, D.

AM—1230 kc

KGFJ Los Angeles, Calif.—Granted CP to increase power from 100 w. to 250 w and make changes in trans. equipment, and to operate with such increased power only such hours as KPPC, Pasadena, is not operating.

Hearing Designated

Crescent Bcstg. Corp., Shenandoah, Pa.—Designated for hearing application for CP for new station to operate on 980 kc, 5 kw, unl. DA-1.

The Acme Bcstg Corp., Elizabethtown, Ky.—Designated for hearing application for new station to operate on 1450 kc, 250 w, unl.

Platte Valley Bcstg Corp., Scottsbluff, Neb.—Designated for hearing application for new station to operate n 960 kc, 1 kw, D.

Assignment of License

WBRK Pittsfield, Mass.—Granted consent to assignment of license of WBRK and permit for associated FM station, from Leon Podolsky to Greylock Bcstg Co., a corp. for consideration of $150,000.

License Renewal

WAIT Chicago, Ill.—Granted renewal of license for WAIT and application for mod. of license to change hours of operation from limited to sunset at Dallas, to limited to sunset at Dallas, except for the hours between 11 a.m. to 1 p.m. and 2 to 5 p.m. each Sunday.

Michael J. Mintern as Overseer of the Christian Catholic Church, Zion, Ill.—Granted CP for new station to operate on 820 kc, 5 kw, limited time, 11 a.m. to 1 p.m. and 2 to 5 p.m. Sundays, sharing time with station WAIT, Chicago. (Comr. Walker voted to continue WAIT renewal application in hearing; also for hearing on associated applications).

Petition Denied

Eastern Oklahoma Bcstg Corp., Muskogee, Okla.—Denied petition for rehearing directed against Commission Decision and Order of April 30, granting petition of Wichtex Bcstg. Co. for severance and grant of its application for CP granting petition of KTOK, Inc. for removal from hearing docket and grant of its application and denying petitioner's petition filed December 23, requesting consolidation of its application for CP for hearing with said applications of Wichtex and KTOK.

Adopted an Order setting for Oral Argument on September 25, a petition by WORL, Boston, for rehearing or reconsideration of the Commission's decision (Commissioner Hyde not participating.)

ACTION IN DOCKET CASES

The Commission announced Proposed Decision* looking toward grant of application of Lester R. Taylor, tr/as Mid-Utah Bcstg. Co. for new station at Provo, Utah, on 1450 kc, 250 w, unl., and denial of application of Dan B. Shields, tr/as Utah Valley Bcstg. Co. seeking same facilities.

At same time Commission adopted Order* denying motion of Utah Valley Bcstg. Co. for leave to amend to add additional partners.

The Commission announced Proposed Decision* looking toward grant of application of United Bcstg. Co. for new station at Ogden, Utah on 1490 kc, 250 w, unl. and denial of mutually exclusive application of Ogden Bcstg. Co., Inc.

The Commission announced final Decision granting application of WJPS Inc. for new station at Evansville, Ind. on 1330 kc, 5 kw D, 1 kw N and denial of application of Tri-State Bcstg. Corp. for new station at Evansville seeking same frequency with power of 5 kw DN. Commissioners Denny and Jett considered that application of Tri-State Bcstg. Corp. should be granted.

The Commission announced final Decision granting application of Radio Fort Wayne, Inc., for new station at Fort Wayne, Ind., on 1450 kc, 250 w, unl. engineering conditions and subject to further condition that it shall not commence operation until Farnsworth Television and Radio Corp. shall be licensed to operate WGL, Fort Wayne, Ind., on 1250 kc. At same time Commission denied applications of Homer Rodeheaver and Community Bcstg. Corp. seeking same facilities. Commissioner Walker not participating; Commissioners Durr and Hyde dissenting, considering that Proposed Decision looking toward grant of application of Community Bcstg Corp. should be made final.

* Commissioner Durr not participating.

ACTIONS ON MOTIONS

By Commissioner Hyde

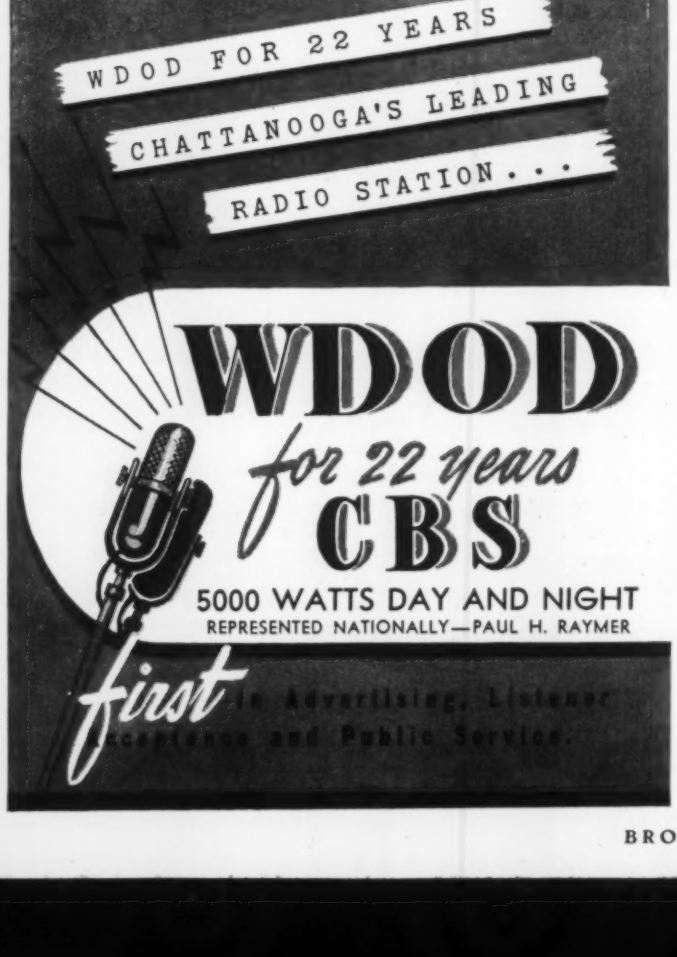
Heights Bcstg. Co., Cleveland, Ohio—Granted petition for leave to amend its application, so as to show deletion of one Ralph Nathanson as stockholder of applicant corp.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Granted petition for leave to amend its application so as to specify the frequency 960 kc with 1 kw, D only instead of 1340 kc, 250 w unl. The amendment was accepted and application removed from the hearing docket. Dismissed motion to accept late appearance in re this proceeding.

WHBC Canton, Ohio.—Granted petition to intervene in the hearing on application of Radio Courier, Inc. E. Liverpool, Ohio. Also granted oral request to intervene in the hearing on application of E. Liverpool Bcstg. Co.

Radio Greenville, Greenville, Ala.—Granted petition to dismiss without prejudice its application.

The Greenville Bcstg. Co., Greenville.



WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

Ala.—Commission, on its own motion, removed from the hearing docket application.

Wilmington Tri-State Bcstg. Co., Inc., Wilmington, Del.—Granted petition for leave to amend its application, so as to specify the frequency 1380 kc with 500 w unl. instead of 650 kc, 250 w D. The amendment was accepted and application as amended removed from the hearing docket.

KVOL Lafayette, La.—Dismissed petition requesting reconsideration of Commission's action of April 30, granting without hearing the application of Mobile Daily Newspapers, Inc.

American Pacific Radio Bcstg. Co., Redlands, Calif.—Granted petition for leave to amend its application so as to change trans. and studio locations from Redlands to Corona, Calif.

N-K Bcstg. Co., Muskegon, Mich.—Granted petition for leave to amend its application so as to add revised partnership agreement showing financial interests of the two partners of applicant partnership.

Keystone Bcstg. Corp., Harrisburg, Pa.—Granted joint petition requesting continuance of consolidated hearing presently scheduled for August 11, and continued same to Sept. 15, 1947.

Bastrop Bcstg. Co., Bastrop, La.—Granted petition for leave to amend its application, so as to specify the frequency 900 kc, with 1 kw D, instead of 1240 kc, 250 w unl. The amendment was accepted and application removed from hearing docket.

Democrat Printing Co., Durant, Okla.—Granted petition to dismiss without prejudice to its application.

Medford Radio Corp., Medford, Ore.—Granted petition for extension of time in which to file a reply brief in the proceeding re applications for assignment of license of KMED, and the time was extended to and including August 5.

Hilding V. Foreen, Merrill, Wis.—Granted petition for leave to amend his application so as to substitute the Lakeland Bcstg. Corp. as the applicant instead of Hilding V. Foreen as an individual.

The Montana Network, Inc., Billings, Mont.—Granted petition insofar as it requests leave to amend and remove from the hearing docket its application so as to request use of a DA-N; show new trans. site, etc. Insofar as petition requests grant without hearing, it is dismissed.

Radio Bcstg. Associates, Houston, Tex.—Granted petition to dismiss without prejudice its application.

Lewis Service Corp., Weston, W. Va.—Granted petition for leave to amend its application so as to add to application a supplementary engineering exhibit containing field intensity measurements.

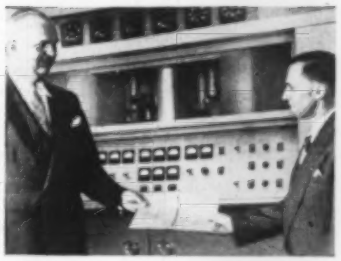
KHUB Watsonville, Calif.—Granted petition to dismiss without prejudice its application.

KYOR San Diego, Calif.—Commission on its own motion, removed from the hearing docket application.

Deep South Bcstg. Corp., New Orleans, La., and WNOE New Orleans, La.—Dismissed as moot joint petition for extension of time to file exceptions to Commission's proposed decision in these proceedings.

Eastern Okla. Bcstg. Corp., Muskogee, Okla.—Granted petition for leave to amend its application so as to specify the frequency 1380 kc instead of 990 kc, etc. The amendment was accepted and application as amended removed from hearing docket.

Deep South Bcstg. Corp., New Orleans, La., and WNOE New Orleans, La.—Granted joint petition insofar as it requests leave to amend their applications so as to specify 5 kw N; show a revised pattern, etc.; for reopening the record for the purpose of incorporating these amendments; and on its own motion the Commission scheduled a further hearing in this proceeding for September 4, 1947.



NEW 3-kw FM transmitter for WCOL Columbus, Ohio, is delivered to station's chief engineer, Leo DeConnick (r) by C. J. Burnside, manager of Industrial Electronics Division at Westinghouse's Landsdowne plant in Baltimore. WCOL plans to add matching rectifiers and amplifier cubicles to transmitter later to provide for 10-kw operation.

By A Board

License Renewal

Following were granted renewal of licenses for period ending Aug. 1, 1950:

WHGB WHYN KFPW WFTL WDWS WLLH KNAK WINC KCOL KRLC KTMC KVGB WFOR WHAL WHUN WLCS KCLA WELL WMBC KIUN WIRA KMHL WWJ-Aux.

Licenses for the following stations were extended upon a temporary basis to October 1, 1947:

KIFI KLIZ WATL KKIN WGNH KGKL KRE KBIO WGIL KTRC KFVD WELM WCTT.

Assignment of License

WILX No. Wilkesboro, N. C.—Granted consent to assignment of permit for WILX, from Edney Ridge and Hadley Hayes, d/b as Carolina-Northwest Bcstg. Co., to newly organized North Carolina Corp. of same name. No money involved.

Assignment of License

KSST Sulphur Springs, Tex.—Granted consent to assignment of license of station KSST from Hopkins County Bcstg Co., a partnership, to Hopkins County Bcstg Co., a corp. No money involved.

AM—740 kc

Tri Cities Bcstg. Co., Tullahoma, Tenn.—Granted CP for new station to operate on 740 kc, 250 w D, engineering conditions.

AM—1240 kc

Home Appliance Store, Susanville, Calif.—Granted CP for new station to operate on 1240 kc, 250 w, unl. time, engineering conditions.

AM—860 kc

Radio Atlanta, Inc., Atlanta, Ga.—Granted CP for new station on 860 kc, 1 kw D, engineering conditions, and further condition that Roby Robinson divest himself of his interest in WCON, Atlanta, or sever his connection with the applicant. Also adopted an Order dismissing petition filed by News Publishing Co., licensee of WLAQ Rome, Ga., operating on 670 kc, 1 kw, D, requesting that application of Radio Atlanta, Inc. which at the time said petition was filed, requested operation on 670 kc, 1 kw, D, be designated for hearing and that WLAQ be made a party to such hearing.

AM—1050 kc

Southwestern Bcstg Co., North Little Rock, Ark.—Granted CP for new station to operate on 1050 kc, 1 kw D, engineering conditions.

AM—1450 kc

WBUY Lexington, N. C.—Granted CP to change frequency from 1190 to 1450 kc, hours of operation from D to unl. and make changes in transmitting equipment.

AM—910 kc

KJAN Bcstg Co., Inc. Opelousas, La.—Granted CP for new station to operate on 910 kc, 1 kw, unl. DA-N, subject to CAA approval.

Modification of CP

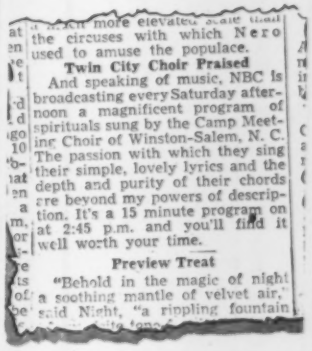
WAGE Syracuse, N. Y.—Mod. of CP, which authorized increased D power of 5 kw, to specify 5 kw N, installation of new trans., changes in nighttime DA, and change in location, subject to (1) WAGE taking full responsibility for all

(*Continued on page 66*)

Thanks,

Mr. Crosby-

John, that is!



more elevated taste than the circuses with which Nero used to amuse the populace.

Twin City Choir Praised

And speaking of music, NBC is broadcasting every Saturday afternoon a magnificent program of spirituals sung by the Camp Meeting Choir of Winston-Salem, N. C. The passion with which they sing their simple, lovely lyrics and the depth and purity of their chords are beyond my powers of description. It's a 15 minute program on at 2:45 p.m. and you'll find it well worth your time.

Preview Treat

"Behold in the magic of night a soothing mantle of velvet air," said Night, "a rippling fountain

From John Crosby's nationally syndicated column, "Radio in Review".

"Camp Meetin' Choir" was born and bred at WSJS—another example of "**showmanship plus**" that is available to advertisers in the **Number 1 Market in the South's Number 1 State.**

WSJS

WINSTON-SALEM

THE JOURNAL-SENTINEL STATION

NBC

AFFILIATE

REPRESENTED BY HEADLEY-REED COMPANY

You Can't MISS in MISSISSIPPI

No near misses in Mississippi. You'll get a direct hit on the Billion and a Quarter Dollar Mississippi Market when you put a schedule on all the 'Ole Miss Stations. New corporate charters issued in Mississippi during the first three months of 1947 showed an increase over 1946 of 10.6 per cent, while the United States as a whole had a loss of 12.1 per cent for the first quarter of this year. Buy all the 'Ole Miss Stations—and you can't miss Mississippi.

THE 'OLE MISS STATIONS

WAML... Laurel	WGCM... Gulfport	WLAU... Laurel
WCBI... Columbus	WGRM... Greenwood	WMIS... Natchez
WCOC... Meridian	WJDX... Jackson	WQBC... Vicksburg
WELO... Tupelo	WJPR... Greenville	WROX... Clarksdale
WFOR... Hattiesburg	WJXN... Jackson	WSLI... Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA
KOMA OKLA. CITY

FCC Actions

(Continued from page 65)

changes made in WSYR's equipment to prevent internal modulation and ant. re-radiation problems between the two stations as well as to provide two satisfactory monitoring receivers; (2) approval by CAA of the proposed transmitter site and ant. system, and (3) satisfying all legitimate complaints of blanket interference occurring within the 250 mv/m and 500 mv/m contours.

WSAC Columbus, Ga.—Mod. of CP for approval of DA for DN use, make changes in transmitting equipment and change trans. location.

Waiver Accepted

Metropolitan Bcstg Co. of Milwaukee, Wis.—Ordered that Waiver of Hearing be accepted, and removed application from hearing calendar.

Impending File

Hillsdale Bcstg. Co., Inc., Hillsdale, Mich.—On Commission's own motion, ordered that application be removed from hearing docket and placed in the pending file until a decision is announced in the matter set out in the May 9 public notice re D operation on U. S. clear channel frequency.

Petition Denied

KVOL Lafayette, La.—Denied the petition filed by KVOL requesting that its application be designated for hearing in consolidated proceeding with application of KTBS and application of KRMD and Shreveport Broadcasters.

Hearing Designated

KOY Phoenix, Ariz.—Designated for hearing application to increase D from 1 kw to 5 kw and install new trans. to be heard in consolidation with applications of KFMB and KLIK.

Petition Denied

WKAT Miami Beach, Fla.—Denied petition requesting Commission to order WMBM Miami Beach, Fla. to show cause why its permit should not be mod. to specify use of 1360 kc with either 5 kw or 1 kw power D and 1 kw power N instead of its present daytime facilities on 800 kc and that the order be consolidated with the proceeding on petitioner's application.

WCOA, Pensacola, goes
5000 WATTS
THIS MONTH!

NEW POWER for Northwest Florida's only NBC Outlet

Now, WCOA'S new 5000 Watt Transmitter will deliver your advertising message to a greater-than-ever audience!

If you are aiming for increased sales this year, train your sights on WCOA'S enlarged coverage map. Retail sales in this rich Pensacola market were in excess of $172 Million last year!

National Representatives, JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

Aug. 1 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WRLD West Point, Ga.—CP to make changes in ant. and ground system and change trans. location. 58 Cherry St. Lanett and change studio location. AMENDED to change mod. of license to change studio location and to withdraw request to move trans. and make changes in transmitting equipment.

Modification of CP

KGHI Little Rock, Ark.—Mod. of CP, which authorized change in frequency, increase in power, and installation of new trans. and DA-N to change type of trans.

License for CP

KSON San Diego, Calif.—License to cover CP as mod. which authorized an AM station and authority to determine operating power by direct measurement of ant. power.

License for CP

KWOL Santa Monica, Calif.—License to cover CP as mod. which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KSYC Yreka, Calif.—License to cover CP as mod. which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLIZ Bridgeport, Conn.—Mod. CP which authorized new AM station for approval of ant. and trans. location.

License for CP

WRBL Columbus, Ga.—License to cover CP as mod. which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location and authority to determine operating power by direct measurement of ant.

License for CP

WJJD Chicago, Ill.—License to cover CP as mod. which authorized increase in power, installation and new trans. and DA-DN and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WESL Preston, Md.—Mod. CP which authorized new AM station for extension of commencement and completion dates.

AM—1500 kc

WABJ Adrian, Mich.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLOX Biloxi, Miss.—Mod. CP which authorized new standard broadcast station to change type of trans. for approval of ant. and trans. location and change studio location.

License for CP

WSNJ Northeast Bridgeton, N. J.—License to cover CP as mod. which authorized installation of new vertical ant. with FM ant. mounted on top and move trans. approx. 775 feet, and authority to determine operating power by direct measurement of ant. power.

License for CP

KORN Fremont, Neb.—License to cover CP which authorized new AM station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WNYC New York, N. Y.—License to cover CP which authorized installation of auxiliary trans. to be used for auxiliary purposes with power of 1 kw.

WBT Charlotte, N. C.—License to cover CP as mod. which authorized installation of booster station to be operated synchronously with WBT, to change type of trans. and make changes in vertical ant. and authority to determine operating power by direct measurement of ant. power.

WSTW Steubenville, Ohio—License to cover CP as mod. which authorized change in vertical ant. and for erection of FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

AM—680 kc

WISR Butler, Pa.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

WTWS Clearfield, Pa.—Mod. CP as mod. which authorized new AM station for extension of completion date.

WKAQ San Juan, P. R.—Mod. CP which authorized installation of DA-DN, and change in studio location to make changes in DA.

License for CP

WDEF Chattanooga, Tenn.—License to cover CP as mod. which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSEM Moses Lake, Wash.—Mod. CP as mod. which authorized new AM station to change trans. and studio location and for extension of completion date.

Modification of CP

KSWR Rawlins, Wyo.—Mod. CP which authorized new AM station for approval of ant. trans. and studio locations.

FM—106.5 mc

Wash. Radio, Inc., Wash., Ind.—CP for new FM station (Class B) to be operated on Channel 293, 106.5 mc, ERP of 12.5 kw and ant. height above average terrain 331 feet.

Modification of CP

KCEM Kansas City, Mo.—Mod. CP as mod. which authorized new FM station to extend completion date.

WSNJ-FM Bridgeton, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KTUL-FM Tulsa, Okla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WWOD-FM Lynchburg, Va.—Mod. CP as mod. which authorizes new FM station to extend commencement and completion dates.

REMOTE PICKUP

William L. Lipman, Kenosha, Wis.—CP for new remote pickup broadcast station to be operated on 153.41 mc, power of 15 w, emission A3 D.

APPLICATION RETURNED

License for CP

WNEL San Juan, P. R.—License to cover CP as mod. which authorized change in frequency and installation of DA-DN and authority to determine operating power by direct measurement of ant. power.

Following relay stations for KGKO Broadcasting Co., portable mobile, Fort Worth, Tex., were deleted July 25: KAXY, KEIF, KEIG, KEJR and KEJS

TENDERED FOR FILING

Dunkirk Bcstg Corp., Dunkirk, N. Y.—CP for new AM station to be operated on 1410 kc, power of 500 w and DA-N unl.

AM—1230 kc

Lockport Union-Sun and Journal, Inc Lockport, N. Y.—CP for new AM station to be operated on 1340 kc, power of 25 w unl. AMENDED to change frequency from 1340 to 1230 kc.

Modification of CP

WTNC Thomasville, N. C.—Mod. CP as mod., which authorized new AM station to change studio location.

AM—890 kc

Piedmont Bcstg Co., Greenville, S. C.—CP for new AM station to be operated on 890 kc, power of 1 kw D. AMENDED re officer, directors, and stockholders.

Modification of CP

WALD Walterboro, S. C.—mod. CP as mod. which authorized new AM station to change type of trans.

WHYU Newport News, Va.—Mod. CP which authorized new AM station for approval of ant. to make changes in trans. equipment, for approval of trans location as on Highway U. S. 17, 1400 feet South of James River Bridge, Isle of Wight Co., Va. and to specify studio location. AMENDED to make changes in ant. & ground system and change trans location from On Highway US 17—1400 feet south of James River Bridge, Isle of Wright Co., Va., to on Streeter Creek 0.1 mi. so. of Hampton Rds. Terrace Beach, Nansamond Co., Va.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young, Jr. In New York by Joseph Lang, 31 W. 47th Street

JACK DEMPSEY, in Chicago to discuss advertising matters, reminisced over his days as heavyweight boxing champion. Mr. Dempsey, sports director of Adam Hat Stores Inc., which sponsored broadcast of Zale-Graziano match over NBC, had as interested listeners I. E. Showerman (standing), vice-president in charge NBC Central Division, and Frank Moore, Adam Hat advertising manager.

Acquisition of Control

KXLE Ellensburg, Wash.—Voluntary acquisition of control of licensee corp. from R. L. Rutter, Jr. to Goodwin Chase, Jr.

Modification of CP

WJLS-FM Beckley, W. Va.—Mod. CP as mod. which authorized new FM station to change completion date.

TV—82-88 mc

The Elm City Bcstg Corp., New Haven, Conn.—CP for new commercial television station to be operated on Channel No. 6 82-88 mc, power of Vis. 500 w peak; Aur. 250 w and hours of operation unl.

License for CP

Hearst Radio Inc., Baltimore Md.—License to cover CP which authorized construction of new experimental television station.

Hearst Radio, Inc., Baltimore, Md.—License to cover CP which authorized construction permit of new experimental television relay station.

TENDERED FOR FILING

Assignment of License

KPBX Beaumont, Tex.—Consent to assignment of license to KPBX Bcstg Co.

TENDERED FOR FILING

AM—950 kc

WING Winchester, Va.—CP to change frequency from 1400 kc, to 950 kc, power from 250 w to 500 w N, 1 kw D, install new trans. and DA-N.

AM—610 kc

United Bcstg System, Van Nuys, Calif.—CP for new AM station to be operated on 610 kc, power of 550 w D.

Assignment of CP

WROD Daytona Beach, Fla.—Consent to assignment of CP to Daytona Beach Bcstg Corp.

Aug. 4 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WJNO West Palm Beach, Fla.—CP to install new trans.

AM—1230 kc

Englewood Radio & Recording Co., Englewood, Colo.—CP for new AM station to be operated on 1230 kc, power of 250 w unl.

AM—690 kc

William J. Brennan, Jacksonville, Fla.—CP for new AM station to be operated on 690 kc, power of 5 kw D.

Modification of CP

WCOH Newnan, Ga.—Mod. CP which authorized new AM station to change type of trans. for approval of ant. and trans. location and to specify studio location.

KWEI Weiser, Idaho—Mod. CP, which authorized new AM station to change type of trans. and for approval of ant. trans. and studio locations.

Modification of License

WTMV East St. Louis, Ill.—Mod. of license to change name of licensee from Evansville On The Air, Incorp., to On The Air, Inc.

Modification of CP

KSLO Opelousas, La.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location. AMENDED to change name of applicant from KOLA Bcstg Co., a co-partnership, to KSLO Bcstg Co., a partnership.

AM—680 kc

WDBC Escanaba, Mich.—CP to change frequency from 1490 to 680 kc, increase power from 250 w to 1 kw, install new trans. and DA-N, and change trans. location.

Modification of CP

WKBZ Muskegon, Mich.—Mod. CP which authorized change in frequency, increase in power installation of DA-DN installation of new trans., and change in trans. location, to make changes in DA and mount FM ant. on AM tower.

Fairmont Bcstg Co., Fairmont, Minn.—CP for new AM station to be operated on 1370 kc, power of 1 kw, DA unl. (DA-2).

AM—1400 kc

WHLB Virginia, Minn.—CP to make changes in transmitting equipment.

ACCEPTED FOR FIILING

Assignment of License

KERO Bakersfield, Calif.—Voluntary Assignment of license to Paul E. Bartlett.

AM—1300 kc

KROP Brawley, Calif.—CP to install new trans.

License for CP

WSGR Area of Atlanta, Ga.—License to cover CP which authorized construction of new remote pickup station.

WSGS Area of Atlanta, Ga.—Same.

Modification of CP

WATL Atlanta, Ga.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location for extension of commencement and completion dates.

WRGA Rome, Ga.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location to change type of trans and make changes in DA.

AM—1490 kc

WRLD West Point, Ga.—CP to make changes in trans. equipment.

AM—970 kc

KPDR Alexandria, La.—CP to change frequency from 1490 to 1400 kc. AMENDED to change frequency from 1400 to 970 kc, power from 250 w to 1 kw, install DA-N, change type trans. and change trans. location.

AM—1250 kc

Donald W. Howe, Ware, Mass.—CP for new AM station to be operated on 1140 kc power of 250 w D. AMENDED to change frequency from 1140 to 1250 kc, change power from 250 to 500 w, change type trans. changes in ant. and change trans. location from Ware, to Warren, Mass.

Modification of License

WJBK Detroit, Mich.—Mod. of license to change name of licensee from James F. Hopkins, Incorp. to Detroit Bcstg Co.

Assignment of License

WKBW Buffalo, N. Y.—Voluntary assignment of license to Bcstg Foundation, Inc.

AM—1580 kc

Mid-Island Radio, Inc., Patchogue, N. Y.—CP for new AM station to be operated on 1580 kc power of 250 w D.

AM—1340 kc

Beaufort Bcstg. Co., Washington, N.

(Continued on page 73)

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE
~
WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

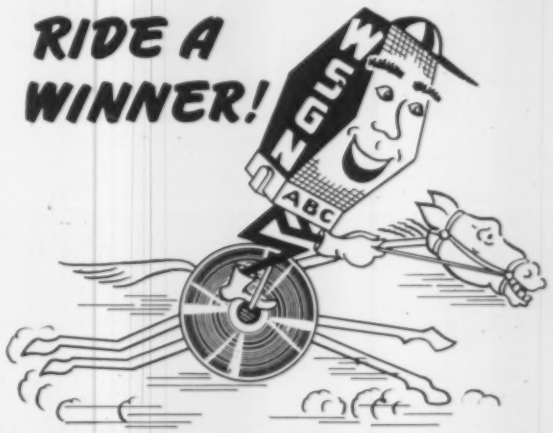
Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

NOW 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

RIDE A WINNER!



Disk Jockey Survey in May 14 Variety showed Birmingham No. 1 jockey city in the U. S. . . *And WSGN's "In the Groove" rated the top 12.0 according to Mr. Hooper.* No wonder sponsors who want to ride a winner keep buying Alabama's leading station!

ALABAMA'S BEST *BUY* FAR!

WSGN
THE NEWS - AGE - HERALD STATION
BIRMINGHAM 2, ALABAMA
Represented Nationally By Headley-Reed

Advisory Committee

TO EFFECT a more accurate characterization of advertising and radio business, Hollywood Ad Club has created a motion picture advisory committee to sit in with film studios when necessary. With Mal Boyd, movie promotion consultant, as chairman, membership includes Robert Coleson, assistant to NAB president in charge of 11 western states; Bob Rains, Universal-International radio publicity head; Marty Lewis, radio publicity director of Paramount Picture Corp.; Mal Sibley, public relations director of Bank of America; Maurice Binder, Columbia Pictures Adv. advertising department; Ed Cashman, manager of Kudner Agency Inc., Hollywood office.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements ✓ at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman *Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

ROOM 1010 MARKET 8173
RADIO ENGINEERING COMPANY
CONSULTANTS
Allocation • Installation
Field and Antenna Measurements
HOLLYWOOD & PATTERSON OWNERS
1355 MARKET STREET SAN FRANCISCO, CALIF.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
809B Windemere Ave. Drexel Hill, Pa. Sunset 2537W

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 3939
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultants
1833 M STREET, N. W.
EXECUTIVE 1230 . WASHINGTON 6, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

DAVID DARRIN
and
Associates
Radio Architectural Design
326 Pennsylvania Ave., S. E.
Washington, D. C.
FRanklin 0022

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

23 Skidoo!

TWO SCORE and five years ago—when there were no such things as WGY Schenectady and KTHS Hot Springs, Ark.—our forefathers brought upon this earth these racy 1902 models. Now, 45 years later, the automobiles visited the stations as part of their respective cross-country trips. Above, William Worth of Petersburg, Va., demonstrates his Oldsmobile to WGY Manager Emerson G. Markham, who holds the car's mouth-operated horn in the approved Petrillo manner. Below, J. J. Ruth of York, Pa., is interviewed on tape recorder by KTHS when he drove his Sears Roebuck-purchased speedster through Hot Springs.

MILESTONES

PARIS & PEART, New York, this month is celebrating its 20th anniversary in the advertising agency field. Almost immediately after its founding, the agency established a test kitchen for its food accounts and as a result, mechandising through recipes and tested kitchen tips has become a basic part of the firm's food advertising technique . . . Approaching its 15th anniversary next month, the **Sales Executive Club of New York** will celebrate with a special luncheon to be held at the Hotel Roosevelt, New York, Sept. 9.

Aug. 1 was the first anniversary of **WARD Johnstown, Pa.**, and the station observed the occasion by distributing post cards which told in biblical language the story of the birth of a Giant—"and the Giant's name was WARD, and his voice was radio." . . . Another first birthday will be celebrated Aug. 19 by *Hint Hunt*, CBS Chicago-originated show sponsored by Armour & Co. Starting a year ago with three stations the show now has expanded to 72 network outlets.

CHOV Pembroke, Ont., which will mark its 5th anniversary on the air Aug. 25, plans to air special programs for every day of the anniversary week and to award birthday gifts to listeners every hour of the day for the entire week . . . Seven years of continuous sponsorship were completed by **Philip Morris & Co.** with the Aug. 3 broadcast of *Crime Doctor* on CBS . . . **Bill Thomas**, newsman of *Main Street Editor* on KDKA Pittsburgh, began his sixth year with the station this month by vacationing in Ontario, Canada.

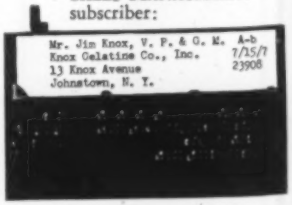
Two staff members of WDRC Hartford, Conn., mark anniversaries this month with **Eleanor Nickerson**, secretary to Franklin M. Doolittle, WDRC president, observing her 11th anniversary with the station, and Announcer **Russ Naughton** celebrating his fifth year at WDRC . . . Nightly recorded music show *Valley Forge Caravan* this month started its sixth year on KYW Philadelphia. Announcer **Donn Bennett** has been m.c. of the show since its inception and he and Adam Scheidt Brewing Co. of Philadelphia, sponsor, are very proud of the seven awards that the program has received from governmental agencies for selling war bonds.

ABC daytime serial *Jack Armstrong* celebrated its 15th radio anniversary July 31. Show is sponsored by General Mills for Wheaties and is produced by Jewell Radio Productions, Chicago . . . M. **Leonard Matt** July 24 observed his 18th anniversary as a newscaster for WDAS Philadelphia. In that time he has made 5,606 broadcasts, missing only 10 scheduled appearances . . . Completion of four consecutive years of broadcasting was marked last month by *Mother Goose Program* on WGR Buffalo.

Tell your story to
TOP MANAGEMENT
where it really counts

1 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing*.

Men like this SALES MANAGEMENT subscriber:


Mr. Jim Knox, V. P. & G. M. A-b
Knox Gelatine Co., Inc. 7/15/7
13 Knox Avenue 23908
Johnstown, N. Y.

You can reach thousands of these top men in
Sales MANAGEMENT
New York • Chicago • Santa Barbara

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5870
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 1506R

ANDERSON & MERRYMAN
New York City
33 W. 42nd St.
Wis. 7-9391-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

WKDA

Delivers the Audience

HOOPER STATION LISTENING INDEX

CITY: NASHVILLE, TENN City Zone MONTHS MAY-JUNE 1947

Total Coincidental Calls—This Period 15,258

SHARE OF AUDIENCE

INDEX	SETS-IN-USE	WKDA	B	C	D
TOTAL* RATED TIME PERIODS	19.9	28.0	30.1	21.1	20.7

Write for availabilities

WKDA

1240 KC

NASHVILLE

Faith

SUBLIME FAITH in the belief that FM is here to stay has been demonstrated by CFOS Owen Sound, Ont. The station is building an FM outlet, although as yet there is only one FM receiver in the area—and that is at CFOS.

WTIC Accepts Gold Medal For Fire Prevention Work

WTIC Hartford, Conn., on Aug. 6 received the National Board of Fire Underwriters' Gold Medal Award for "outstanding public service in fire prevention by an American radio station" [BROADCASTING, July 21].

Jesse W. Randall, president of the Travelers Broadcasting Service Corp., owners of WTIC, accepted the medal for the station from Peter J. Berry, of New Haven, secretary of the National Board, at a luncheon at the Hartford Club. WTIC was awarded the medal for its "consistent year-around effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming," during 1946, according to the jury of experts which made the selection.

ABC Hollywood has added a mobile telephone service to its roving radio car.

WXYZ GROUP TO DECIDE BETWEEN NABET, IBEW

SECRET BALLOT election to determine whether the National Assn. of Broadcast Engineers and Technicians or the International Brotherhood of Electrical Workers shall represent all technical employes of WXYZ Detroit (except the chief engineer and other supervisory employes) has been ordered by the National Labor Relations Board.

The order, issued July 31 and directing that the election be held within 30 days, has been served on King Trendle Broadcasting Corp., which owns and operates WXYZ, and ABC, which owns all of King Trendle's corporate stock.

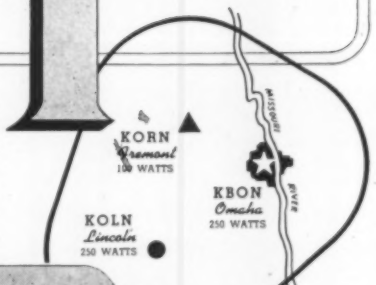
NABET seeks a unit of all technical employes of WXYZ and asks that they be included in a contract unit of technical employes of all ABC-owned and operated stations. King Trendle, ABC and IBEW contend that the unit should be limited to WXYZ employes.

Since 1941 IBEW and King Trendle have negotiated several contracts limited to technical employes of WXYZ. NABET and ABC entered into a contract May 7, 1947, covering technical employes of all stations owned and operated by ABC, but this contract did not cover WXYZ. However, NABET advised ABC that it did not waive its rights to ask that WXYZ's technical employes be included in the overall ABC unit at some future time.

3 hometown stations

41 market areas

low rate



Three "hometown" stations with a plus of a rich farm market now available as a package network. Just *one low rate* to reach an area equal to *57% of the people, 64% of the buying power* of the entire state of Nebraska. Here's almost a *Billion Dollar Market* you can reach . . . *for less*, with the Inland Group. Wire or write for immediate availabilities.

A BASIC "MUTUAL" PACKAGE

KBON KOLN KORN

OMAHA LINCOLN FREMONT

THE INLAND GROUP

0.5 MV M Contour Computed from engineering data furnished the commission by Inland Engineering Department & Commercial Radio Equipment Co.

THE INLAND BROADCASTING CO.
General Offices
Saunders-Kennedy Bldg.
Paul R. Fry, Vice President and General Manager, Omaha 2, Nebr.

WEED & COMPANY, National Representatives

ALLIED ARTS

THOMAS L. JEFFERSON, former Navy Lt. Commd. in Electronics Div. Bureau of Ships, and previously sales representative of Package Machinery Co., has been appointed chief of installation and maintenance division of U. S. Television Mfg. Corp., New York.

KENNETH W. SICKINGER, former department manager with Oakes & Co., Chicago, and previously assistant general sales and advertising manager of Belmont Radio Corp., that city, has been appointed head of advertising for radio division of Stewart-Warner Corp., Chicago. Mr. Sickinger formerly was with Western Adv. and Rainfair Inc., Racine, Wis.

Mr. Sickinger

WILLIAM STRANDWITZ, former sales training director for Raymond Rosen & Co., Philadelphia RCA distributors, has been appointed RCA-Victor television and radio sales manager for Raymond Rosen & Co.

DON SHARPE, Hollywood talent agency and program packager, is the father of a girl born July 28.

MARION BROWN and **FRED KOEHLER Jr.**, partners in Management Ltd., Hollywood talent firm, have merged with **WALTER KANE AGENCY**, that city.

HARMON L. STEVENS, former manager of WHLS Port Huron, Mich., has joined newly formed American Telecasting Corp., Hollywood, as vice president.

PARKER WHEATLEY, director of Lowell Institute Cooperative Broadcasting Council, is in Madison, Wis., serving as consultant for annual Public Service Radio Institute.

RICHARD W. HUBBELL & ASSOC., television consultant firm of New York, Washington, Cincinnati, and Hollywood, has completed a working agreement with Anderson & Merryman, radio consultants, New Orleans and New York, with laboratories in Baton Rouge and Lake Charles, La.

ARCTURUS RADIO & TELEVISION Corp., Newark, N. J., has appointed Corbin Adv., New York, to handle its advertising.

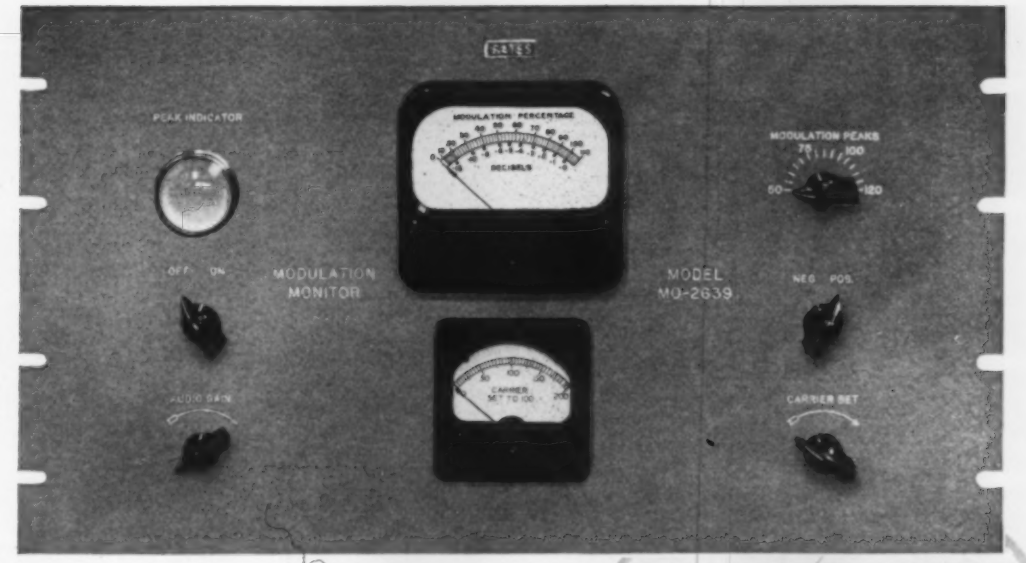
LANGEVIN MFG. Corp., New York (sound systems, broadcast audio facilities), has taken over business formerly carried by Langevin Co. Inc., with exception of business of latter's West Coast offices in Los Angeles and San Francisco, which will keep name of Langevin Co. Inc. and will act in capacity of sales and engineering service. **CARL C. LANGEVIN** is president of new corporation which will continue at present address of 37 W. 65th St., New York.

STANDARD BUSINESS MACHINES Co., Chicago (mfg. of Sound-on-Wire, wire recorder), has appointed H. M. Gross Co., Chicago, to handle advertising.

Whiteside Named

GENERAL ELECTRIC's electronic department, tube division has added a new tubes and equipment sales section to sell electronic tube parts and tube-making equipment to manufacturers. Sales manager of the new section is Joseph W. Whiteside, GE employe since 1929. His headquarters are in Schenectady. He has worked in the accounting department of International General Electric and with the China General Edison Co. Shanghai and Manila. Mr. Whiteside will be responsible for all purchases division.

Mr. Whiteside



MODEL MO-2639 MODULATION MONITOR

Entrée INTO THE INNER CIRCLE OF BETTER BROADCASTING

GATESWAY

Announced only a few months ago the MO2639 Modulation Monitor is already in use in over 100 broadcast stations, and more are being shipped every day.

And you get more when you buy the MO2639 —A fine modulation monitor, fully approved by the FCC, plus a complete monitoring circuit that will provide ample speaker volume. Production is high, — orders are now filled promptly — in weeks, not months.

Ask for information. It will be sent promptly.

MEMO
Gates Service is the Standard of Comparison

GATES FOR EVERY BROADCAST NEED -- DEPEND ON GATES -- *ALL WAYS*

BRANCHES — Eastern Sales Office:
40 Exchange Place, New York 5
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Company, Montreal
International distribution overseas by
Westinghouse Electric International Company,
40 Wall St., New York 5

25 25th Anniversary Year

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

TO ADVERTISE community and its services for benefit of smaller surrounding towns, Plymouth (N. C.) Merchants Assn. has begun a series of programs over WRRF Washington, N. C. Thirty Plymouth merchants are participating in the shows and plans are being made to include others who have expressed desire to "come in." They are now sponsoring "Tunes, Time and Shopping Tips" Mon.-Sat. 7:15 a.m.; "Man on the Street" (from Plymouth) Sat. 11:30 a.m. and "Plymouth Church Guide" Sun. 9:15 a.m. WRRF mailed 4,000 pieces to listeners in Plymouth area calling attention to all programs, and station reports sponsors are well pleased and plan to begin other programs in near future.

America in 1960

SPECIAL documentary program forecasting condition of America after the next decade will be presented by ABC on Sept. 8, 9-10 p.m. titled "1960 ?? Jiminy Cricket!" Hour-long feature will star Walt Disney popular characters, Donald Duck and Jiminy Cricket, who during program, will dance across America in search for this nation's human and material assets. Show, which will consist of music, drama and fantasy, is based on recently published Twentieth Century Fund Survey, "America's Needs and Resources," product of four years of research by 20 leading economists, scientists and publicists. Script will be written by Lou Hazam, and directed by Charles Harrell of the ABC staff.

Names in Music

LISTENERS are invited to submit their names for basis of melodies presented on "Your Name in Music" program heard on WOL Washington, Mon.-Fri. 10:15 a.m. Charles Keaton, WOL organist, takes letters from listener's name which represent notes on the musical scale and from these he builds a melody. Mike Hunnicutt, WOL morning man, fills in with wit and humor to give show a balanced fast moving pace. All listeners whose names are used on "Your Name in Music" receive an autographed manuscript from Mr. Keaton of the melody woven from the musical notes in their name.

Youths' Problems

PROGRAM titled "Young America Marches Ahead" is heard over WAYS Charlotte, N. C., and is designed to bring to people of Charlotte exactly what their children are thinking, doing and expecting to do. Children from Teen Age Club, Boy and Girl Scouts, Red Shield Club, YWCA and YMCA are weekly guests and problems, ideas, desires and ambitions of each group are discussed. "Col. Walt" Goan is m.c. and program is heard Sat. 1:30 to 2 p.m.

PROGRAMS

Arm-Chair Producers

LISTENERS are being given a chance to have their say about how a radio show should be run in three contests being conducted on WPDQ Jacksonville, Fla. Bernie Adams, m.c. of WPDQ "600 Club," is running a "Junior Radio Producer" contest in which listeners send in their ideas for a good program, including music list and explanation of why they think the show will please the public. Jack Cummins' "Discord at Daybreak" offers would-be record announcers the chance to come to the studio and put on a show, and listeners to Gene Bourchier's "Starlight Serenade" send in four-line verses using titles of records and names of artists featured. Weekly prizes and a grand prize are awarded on each contest.

Congressional Problems Continued

ALTHOUGH Congress is now on vacation and broadcasts devoted to Capitol Hill activities have been halted, Charles Parmer of WEAM Arlington, Va., intends to continue his program of presenting the viewpoints of grocery-store politicians and problems confronting Congress when it reconvenes in 1948. Since Congressmen will not be available for interviews, "Parmer from Washington" show will feature Ambassadors and personnel from "Embassy Row" as guest speakers. Mr. Parmer, heard Sun. 1:45 p.m., intends to reveal untold story of President Truman sometime in September.

Derby Aired From Blimp

SEVENTH SOAP BOX Derby at Schenectady, N. Y., Aug. 2 was broadcast by WBCA (FM) that city, from a 253-foot ex-Navy blimp. Equipped with powerful binoculars, Bill Van Steenburgh, WBCA sports announcer, broadcast the derby as it appeared to him from the blimp hovering hundreds of feet above the scene. He used the aircraft's transmitter, which has special frequency for special events broadcasts. WBCA engineers received the broadcast on special communications receiver and retransmitted the program from studio. Mr. Van Steenburgh had to stay in the air for seven hours to do his 30 minute show, as the blimp takes off and lands only once a day. Blimp is owned by Tide Water Assoc. Oil Co. and is used for advertising purposes. Derby also was covered by WSNY and WGY Schenectady, in two hours of at-the-site airing.

Mock Trial Show

HOUR-LONG mock trial program is to be aired by Yankee Network Aug. 18, 8-9 p.m., as promotion for RKO movie, "The Long Night." Originated by WNAC Boston from Boston Symphony Hall, show will feature Guy Madison standing trial as Joe Adams, part played by Henry Fonda in the film. Ann Dvorak will appear in role she portrays in movie. Judge Thomas J. Courtney of Chicago will be prosecuting attorney for broadcast and Herbert Callahan, Massachusetts' attorney, will act as defense counsel. A judge, to be announced, will preside at trial and charge the jury, which will be the radio audience and theatre-going public themselves. Dramatic talent will outline the story and attorneys will sum up their sides, after which judge will turn case over to the jury. "The Long Night" is currently showing in Boston and promotion is aimed at keeping interest in film alive. All proceeds from broadcast will be turned over to Children's Hospital, Boston.

International University Women

DISTINGUISHED foreign university women who are delegates to the International Federation of University Women's Conference, Toronto, Aug. 11-16, were guests of the Washington Branch of the American Assn. of University Women Aug. 6-10 and participated in many radio programs on Washington area stations during their visit. Delegates discussed such subjects as "How the Women of the World Can Contribute to Peace," "What Is Post War Education Doing for Peace," and general conditions in the World today with emphasis on education. Washington area stations on which the delegates spoke included WGAY WTOP WOL WMAL WRC WEAM WBCC WWDC WQQW WPIE WOOK WARL WINX.

Quiz-Hobby

PROFITABLE HOBBY pursued by Mrs. Ethel Morganstone, Washington, D. C., housewife, is participating in quiz programs. Mrs. Morganstone won $1,402 July 30 for answering the bonus question on "Quiz of Two Cities" program, sponsored by Gunther's Brewing Co. on WOL Washington. This is only one reward from her hobby—she has won $300 and a wrist watch on the 'Professor Quiz" show, 3,000 cigarettes on the "Bob Hawk Show," ten or 12 bonds on other programs, and had won $32 earlier in the "Quiz of Two Cities" show before answering the bonus question. Question which brought her the $1,402 on the WOL show was: "Give the middle names of Thomas A. Edison, Franklin D. Roosevelt, John D. Rockefeller and John L. Lewis."

'While Berns Roams'

INTERVIEWS with New Yorkers and visitors to the city are presented weekly on WOR New York, in a lively show conducted by Bill Berns and titled 'While Berns Roams." Show has brought interviews to listeners from a Fifth Avenue bus, a flea circus, Yankee Stadium, atop the Empire State Building, auction halls, barges along Manhattan's waterfront, and many other out-of-the-way places. Aired Sat., 6:15-6:30 p.m., Mr. Berns utilizes his wire recorder to obtain many of the interviews, and also does some "live" chats.

Wheat Field in City

HARVESTING of a wheat crop from the only wheat field located within the city limits of a first-class city in the U. S. was broadcast in late June over KWHK Hutchinson, Kan. Broadcast was sponsored by Massey Harris dealers from central and western part of Kansas in celebration of 100th anniversary of Massey Harris Co. (farm equipment). The 80-acre wheat field, owned by Albert Pownell, is located one mile east of Hutchinson's Junior College, within the city limits. Many prominent citizens and Massey Harris dealers participated in the broadcast which was heard over KWHK's shortwave mobile unit, KRPI.

City Government Discussions

WEEKLY broadcast featuring city officials and prominent civic leaders is being presented over KLZ Denver. Denver citizens will soon elect delegates to a convention to draw up new charter for the city, and broadcast features discussions of forms of city government.

Now! 5000 Watts Day and Night

WWNC-ASHEVILLE
THE HUB of
WESTERN NORTH CAROLINA!

Serves ALL of Western North Carolina BEST

Represented by

HEADLEY-REED COMPANY

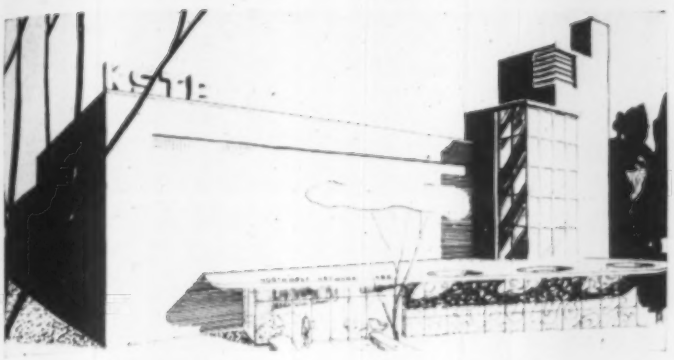
Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI



Architect's drawing of proposed KSTP building.

* * *

Three New Staff Members Are Announced by WORD

ADDITIONS to the staff of WORD Spartanburg, S. C., were announced last week, following the change of ownership of the station to the Spartan Radiocasting Co., headed by Walter J. Brown, former vice president and general manager of WSPA Spartanburg [BROADCASTING, Aug. 4].

Most of the staff will be retained, according to Mr. Brown. Newly-acquired WORD staff members include: Sterling Wright, ex-program director of WSPA, director of programs and promotion; Clyde Burdette, acting chief engineer; Mrs. Frances Phillips, formerly with WSPA, bookkeeper. John Carrington, former WORD manager, continues with the station in commercial department. J. W. Kirkpatrick was previously announced as station manager of WORD.

KOLN Makes Debut

KOLN Lincoln, Neb., makes its debut today (Aug. 11). Station is a 250-w fulltime operation on 1400 kc and is the Mutual outlet in Lincoln. Hugh Bader, formerly of KBON Omaha, will manage KOLN. The new station is a member of the Inland Broadcasting Co., comprised of KORN Fremont, KOLN, KBON and KBON-FM. KOLN has studios in the New Federal Securities Bldg., Lincoln.

"He wants to be announcer on WFDF Flint."

KSTP PLANS TO BUILD MODERN RADIO CENTER

NEW HOME of KSTP Minneapolis-St. Paul will be literally in Minneapolis and St. Paul, according to Stanley E. Hubbard, owner and general manager, who announced the property purchase Aug. 2. The site straddles the dividing line between the Twin Cities. Purchase price of the property is reported to be in six figures.

In addition to facilities for AM, FM and television activities, the large group of buildings will house a $3,000,000 retail center to be called Radio Center. KSTP building, the cost of which will exceed $500,000, will be started as soon as possible, Mr. Hubbard said. There will be a 635-foot television and FM antenna atop the rear of the building.

The station building will be a three-story reinforced concrete structure, the exterior of Cold Spring granite and face brick and Kasota or Mankato stone. The windowless stair tower will be of glass and metal. Studios will be of ultra-modern acoustical design. Unusual feature of building is plan for use of excess heat generated by transmitting equipment to aid in heating the structure.

V. A. Nolte Goes to WHIZ; Saunders Succeeding Him

VERNON A. NOLTE, former promotion manager and FM operations manager of WMBD Peoria, has been named managing director of WHIZ Zanesville, Ohio, effective Aug. 15. Succeeding him at WMBD is Kent Saunders, who has been continuity director of the station.

Mr. Nolte

Mr. Nolte entered radio in 1938 at WTMV East St. Louis, Ill., writing and announcing. He joined WMBD the following year. Charles C. Caley, WMBD executive vice president, announcing Mr. Nolte's move, said, "He goes to this position through our cooperation and with every good wish."

FCC Actions

(Continued from page 69)

C.—CP for new AM station to be operated on 1400 kc power of 250 w. AMENDED to change frequency from 1400 to 1340 kc, contingent on WGTM to change frequency to 590 kc.

Modification of CP

KRUL Corvallis, Ore.—Mod. CP as mod., which authorized new AM station to change type of trans.

Modification of CP

KPRA Portland, Ore.—Mod CP as mod, which authorized new FM station for extension of completion date.

KVWC-FM Vernon, Tex.—Mod. CP which authorized new FM station for extension of completion date.

KLO Ogden, Utah—Mod. CP which authorized installation of new DA-DN to make changes in DA.

WRFW Eau Claire, Wis.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant., trans. and studio locations.

Relay Station Deleted

WBGN The Champaign News-Gazette, Inc., Area of Champaign, Ill.

TENDERED FOR FILING

AM—1470 kc

D. O. Kinnie, Coalinga, Calif.—CP for new AM station to be operated on 1470 kc power of 250 w D.

AM—1010 kc

Stanislaus County Broadcasters, Inc., Modesto, Calif.—CP for new AM station to be operated on 1010 kc, power of 1 kw D.

Modification of CP

WVOM The Boston Bcstg. Corp., Brookline, Mass.—Mod. CP to make changes in DA system, operating with power of 5 kw, unl and DA-DN on 1600 kc.

AM—1450 kc

Mountain Empire Bcstg. Corp., near Marion, Va.—CP for new AM station to be operated on 1450 kc power of 250 w unl.

August 5 Applications . . .

ACCEPTED FOR FILING

FM—99.7 mc

Sundial Bcstg. Corp., San Francisco, Calif.—CP for new FM station (Class B) to be operated on Channel 259, 99.7 mc with 30 kw ERP.

Assignment of CP

WROD Daytona Beach, Fla.—Voluntary

(Continued on page 74)

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

"IBCing you" . . . in INDIANAPOLIS

The Top "Hoosieratings" Go to Live Talent Shows

When it comes to radio listening in Hoosierland, the shows that earn the greatest ovations—and the most impressive sales results—are the programs planned, written, played and produced by the live talent staff at WIBC. For not only does Indianapolis' fastest growing radio station have the largest live talent staff in town, but the faces on the towering WIBC totem pole are the most familiar and most favored in Indiana radio. So to send Indiana sales soaring, ask your John Blair Man for full details on WIBC live talent shows—either ready-made, or specially tailored to flatter your product's sales physique.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

"VIC" DIEHM SAYS:

We Were CONGRATULATED

. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

WAZL

Established 1932 · Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

WFMJ SELLS The Rich Mahoning Valley

AND HERE'S WHY!

THERE'S MORE *"SETS IN USE"*

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For YOUNGSTOWN, OHIO

FCC Actions

(Continued from page 73)

tary assignment of CP to Daytona Beach Bcstg. Corp.

AM—740 kc

Radio Station Des Moines, Inc., Des Moines, Iowa—CP for new AM station to be operated on 740 kc power of 250 w D.

AM—1480 kc

Easton Bcstg. Co. Inc., Easton, Md.—CP for new AM station to be operated on 1480 kc power of 1 kw unl. employing DA.

Assignment of CP

KXXL Reno, Nev.—Voluntary assignment of CP to Edward Margolis, Frederick W. Kirske and Byron J. Samuel, a partnership d/b as Station KXXL.

AM—1420 kc

Highland Bcstg. Corp., Peekskill, N. Y.—CP for new AM station to be operated on 1420 kc power of 250 w D.

Assignment of CP

WABZ Albemarle, N. C.—Voluntary assignment of CP to radio station WABZ, Inc.

Assignment of CP

WCOL Columbus, Ohio—Involuntary assignment of CP and license to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, partners d/b as The Pixleys.

Assignment of License

KPBX Beaumont, Tex.—Voluntary assignment of license to KPBX Bcstg. Co.

TENDERED FOR FILING

AM—1050 kc

Denton & Jones Bcstrs., Jacksonville, Fla.—CP for new AM station to be operated on 1050 kc power of 250 w D.

AM—1220 kc

Community Bcstg. Co., Baton Rouge, La.—CP for new AM station to be operated on 1220 kc power of 250 w D.

Assignment of CP

KFMO Flat River, Mo.—Consent to assignment of CP to Lead Belt Bcstg. Co.

AM—1400

Three Rivers Bcstg. Co., Kennenick, Wash.:—CP for new AM station to be operated on 1400 kc, power of 250 w unl.

August 5 Decisions . . .

BY THE SECRETARY

WTRR Sanford, Fla.—Granted license for new station 1400 kc 250 w unl.

KRPL Moscow, Idaho—Granted license for new station 1400 kc 250 w unl.

KDWT Stamford, Tex.—Same.

KELN Ely, Nev.—Granted mod. of CP to change trans. location from Ely to near Ely, Nev.

WLVA-FM Lynchburg, Va.—Granted mod. of CP for extension of completion date of FM station to 10-17-47.

KSEI-FM Pocatello, Idaho—Same to 8-31-47.

KDTH-FM Dubuque, Iowa—Same to 3-8-48.

WFMJ-FM Youngstown, Ohio—Same to 2-18-48.

WFAS-FM White Plains, N. Y.—Same to 10-5-47.

WJLS-FM Beckley, W. Va.—Same to 2-21-48.

KTUL-FM Tulsa, Okla.—Same 1-29-48.

WAIR-FM Winston-Salem, N. C.—Same to 10-21-47.

WGTM-FM Wilson, N. C.—Same to 3-16-48.

KSEI Pocatello, Idaho—Granted mod. of CP for extension of completion date to 8-31-47.

KSO Des Moines, Iowa—Granted mod. of CP for extension of completion date to 11-27-47.

WJAG Norfolk, Neb.—Granted mod. of CP for extension of completion date to 11-1-47.

WALD Walterboro, S. C. — Granted mod. of CP to change type of trans.

WCAR-FM Pontiac, Mich. — Granted mod. of CP to change corporate name to WCAR, Inc.

KLAS Las Vegas, Nev.—Granted mod. of CP for extension of commencement and completion dates to 9-1-47 and 3-1-48, respectively.

Muscle Shoals Bcstg. Corp. near Muscle Shoals City, Ala.—Granted CP for new remote pickup station.

WLBJ Bowling Green, Ky.—Granted CP to install new vertical ant. and mount FM ant. on AM tower.

WDNS Area, Oil City, Pa.—Granted license for new remote pickup station.

Westinghouse Radio Stations Inc., Area of Boston, Mass.—Granted CP for new exp. TV relay station to be used with WBZ-TV.

WELD Columbus, Ohio—Granted CP for extension of commencement and completion dates to 8-1-47 and 2-1-48.

WLSC Lancaster, S. C.—Same to 9-2-47 and 12-2-47, respectively.

KARO Riverside, Calif.—Same to 8-1-48 and 2-1-49, respectively.

WTVT Toledo, Ohio—Granted extension of completion date to 2-5-48.

KOAC Corvallis, Ore.—Granted mod. of CP for extension of commencement and completion dates to 8-5-47 and 2-6-48, respectively.

KECA - TV Los Angeles, Calif. — Granted extension of completion date to 2-20-48.

WLBC-FM Nr. Muncie, Ind.—Granted mod. of CP for extension of completion date to 10-22-47.

WORA Mayaguez, P. R.—Granted mod. of CP for extension of completion date to 11-26-47.

WGL Fort Wayne, Ind.—Granted mod. of CP for extension of completion date to 8-30-47.

WJOC Jamestown, N. Y.—Granted mod. of CP for approval of ant. and trans. location.

WWEZ New Orleans, La.—Granted mod. of CP to change type of trans., for approval of ant. and trans. location, and to specify studio location.

KRLC Lewiston, Idaho—Granted mod. of CP for extension of completion date to 3-7-48.

WNBW Washington, D. C.—Granted mod. of CP for further extension of completion date to 10-19-47.

WJAR-TV Providence, R. I.—Same to 3-16-48.

WPTZ Philadelphia, Pa. — Granted mod. of CP for extension of completion date to 12-2-47.

WEWS Cleveland, Ohio — Granted mod. of CP for further extension of completion date to 1-25-48.

KTTV Los Angeles, Calif.—Granted mod. of CP for extension of completion date to 2-20-48.

WLWT Cincinnati, Ohio—Granted mod. of CP for extension of completion date to 1-21-48.

WNJR Newark, N. J.—Granted mod. of CP for extension of completion date to 11-26-47.

WKMA Quitman, Ga.—Same to 9-19-47.

KVOO Tulsa, Okla.—Same to 10-17-47.

WKBM Arecibo, P. R.—Granted mod. of CP for extension of commencement and completion dates to 7-27-47 and 1-27-48, respectively.

W9XKY Milwaukee, Wis.—Granted mod. of CP for further extension of completion date to 2-20-48.

W6XOA Hollywood, Calif.—Granted mod of CP for further extension of completion date to 2-13-48.

WKWK - FM Wheeling, W. Va. — Granted mod. of CP for extension of completion date to 9-27-47.

WKNB-FM New Britain, Conn.—Same to 10-15-47.

WMFM No. Adams, Mass.—Same to 11-13-47.

WKIL Kankakee, Ill.—Same to 9-20-47.

WHFB-FM Benton Harbor, Mich.—Same to 10-25-47.

WKMO-FM Kokomo, Ind.—Same to 12-3-47.

KSEO-FM Nr. Durant, Okla.—Same to 10-27-47.

WMIX-FM Mt. Vernon, Ill.—Same to 12-15-47.

WTNY Troy, N. Y.—Same to 11-18-47.

KFH-FM Wichita, Kans.—Same to 2-4-48.

WSBA-FM Nr. York, Pa.—Same to 11-5-47.

WCTS Cincinnati, Ohio—Same to 11-18-47.

WSJN San Juan, P. R.—Same to 11-21-47.

WCOL-FM Columbus, Ohio—Same to 11-22-47.

WEEU-FM Reading, Pa.—Same to 10-29-47.

WNBK Cleveland, Ohio—Granted mod. of CP for further extension of completion date to 1-16-48.

WHRW Area of Cleveland, Ohio—Granted mod. of CP for extension of completion date to 10-29-47.

WHRX Area of Cleveland, Ohio—Granted mod. of CP for extension of completion date to 10-29-47.

Mojave Valley Bcstg. Co., Area of Barstow, Calif.—Granted CP for new remote pickup station.

WGCM Lawrence, Mass. — Granted mod. of CP to change type of trans. and make changes in vertical ant.

WLEE Richmond, Va.—Granted mod. of CP for extension of completion date to 2-17-48.

WWSR St. Albans, Vt.—Same to 8-1-47.

KRBA Lufkin, Tex.—Same to 11-7-47.

KAKE Wichita, Kans.—Granted mod. of CP to change type of trans., make changes in vertical ant., change trans. location and studio location "to be determined."

KVAN Vancouver, Wash. — Granted mod. of CP for extension of completion date to 9-15-47.

August 6 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Partnership Mendocino Coast Bcstg. Co., Fort Bragg, Calif.—CP for new AM station to be operated on 1230 kc power of 250 w unl.

Modification of CP

KRUZ Santa Cruz, Calif.—Mod. CP which authorized new AM station to make changes in trans. equipment and DA and change trans. location.

License for CP

WBBM Chicago, Ill.—License to cover CP, as mod., which authorized installation of new vertical ant. and author-

Sellers

(Continued from page 10)

stint, and she came through with banners flying. In addition to the United Wallpaper account, she worked on such accounts as Omar bread and Omar flour, Ranch House pancake flour, and Trimz Pre-Pasted Decorations (wallpaper).

Armella remained with MacFarland, Aveyard & Co., for about 3½ years, leaving in December of 1945. January found her associated with Olian, where she was to work on such accounts as Atlas Brewing Co., Edelweiss Brewing Co., Mylo Laboratories, Paradise Wines, Portis Bros. Hat Co., Horlacher Brewing Co., and Helene Curtis.

In addition to her work on accounts, Armella belongs to the Chicago Radio Management Club. Last June she was married to Jack Campbell, a merchandise buyer not connected with the radio business.

WRBL

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

LIKE THE OLD TRICK done with mirrors, this is a picture of lecturers at Denver U.'s Radio Clinic showing students how to set up a publicity shot for trade papers. Lee Fondren (l), KLZ promotion manager, shows how it's done, and backing him up are (l to r) Fred Mueller, KLZ commercial manager; Sheldon Peterson, KLZ news editor; J. Allen Brown, Assistant Director of Broadcast Advertising, NAB; Russell Porter, coordinator of radio at the university and conductor of the clinic.

ity to determine operating power by direct measurement of ant. power.

Modification of CP

WCSI Columbus, Ind.—Mod. CP which authorized new FM station to change studio location and make changes in ant. system.

Transfer of Control

WISH Indianapolis, Ind.—Voluntary transfer of control of licensee corp. from C. Bruce McConnell, Earl H. Schmidt, Frank McDonnell, John E. Messick and Edward W. Harris to Universal Bcstg. Co. Inc.

License for CP

KVER Albuquerque, N. M.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

WCOC Meridian, Miss.—License to cover CP, as mod., which authorized increase in power, installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WCOL-FM Columbus, Ohio—Involuntary assignment of CP to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, partners d/b as The Pixleys.

AM—950 kc

Humboldt-Milan-Trenton Bcstg. Co., Humboldt, Tenn.—CP for new AM station to be operated on 950 kc power of 1 kw D.

APPLICATION RETURNED

Kenneth Edward Rennekamp, Harrisburg, Penn.—CP for new AM station to be operated on 1230 kc power of 250 w unl. Returned 8-1-47 incomplete.

TENDERED FOR FILING

AM—1240 kc

Motor State Bcstg. Co., Ypsilanti, Mich.—CP for new AM station to be operated on 1240 kc power of 250 w unl. and request facilities of WJIM.

AM—1570 kc

Pottery Bcstg. Co., E. Liverpool, Ohio—CP for new AM station to be operated on 1570 kc power of 1 kw D.

Assignment of License

KTMC McAlester, Okla.—Consent to assignment of license to J. Stanley O'Neill.

Modification of CP

WABJ Adrian, Mich.—Mod. CP to change frequency from 1500 kc to 1490 kc, hours of operation from D to unl. using power of 250 w. Contingent on WJBK changing to 1500 kc.

August 7 Decisions . . .

By A Board

AM—1050 kc

Albert P. Pyatt, Garden City, Kan.—Granted CP for new station to operate on 1050 kc 1 kw D.

AM—1290 kc

WJSW Altoona, Pa.—Granted CP to increase power from 250 w to 1 kw-LS. 500 w N; hours of operation from D to unl. DA-N; change frequency from 650 to 1290 kc, change studio location and install DA-N; engineering cond.

Action Deleted

Englewood Bcstg. Co., Englewood, Col.—Granted request that action taken by the Commission on July 17 in granting application for new station at Englewood, to operate with 1 kw D on 1250 kc, be deleted without prejudice to applicant filing an application specifying another frequency in Denver, Col. At the same time the Commission dismissed as moot petition filed by Frontier Bcstg. Co. objecting to Englewood grant.

Petition Granted

Interlake Bcstg. Corp., Renton, Wash.—Adopted order granting petition to remove from hearing docket and grant its application. Same was granted for new station to operate on 1220 kc 250 w D; engineering cond.

Assignment of License

WLNH Laconia, N. H.—Granted voluntary assignment of license of WLNH from Northern Bcstg. Co. to Northern Bcstg. Corp. for consideration of $45,000.

WLBB Carrollton, Ga.—Granted consent to assignment of license of WLBB from Carroll Bcstg. Co., a partnership to Carroll Bcstg. Co. Inc., a corporation. No monetary consideration.

Petition Denied

KSJO San Jose, Calif.—Denied petition requesting reconsideration of the Commission's action of June 20, denying their application for special service authorization.

Adopted Memorandum

Chronicle Pub. Co. Inc., Marion, Ind.—Adopted memorandum opinion and order denying petition for rehearing and for other relief, directed against Commission action of Sept. 18, denying after hearing, petitioner's application for new station.

Hearing Designated

Fannin County Bcstg. Co., Bonham, Tex.—Designated for hearing application for new station to operate on 1420 kc 1 kw D and ordered that KGVL Greenville, Tex., be made a party to proceeding.

Lamar A. Newcomb, Falls Church, Va.—Designated for hearing application for new station to operate on 1220 kc 250 w D.

George M. Hughes, Florence, S. C.—Designated for hearing application for new station to operate on 740 kc 1 kw D, and ordered that WMBL Morehead City, N. C. and WPAQ Mt. Airy, N. C. be made parties to the proceeding.

AM—730 kc

WMBY Birmingham, Ala.—Granted request for cancellation of CP and mod. which authorized new station on 730 kc 1 kw D.

Adopted Memorandum

WKBW Buffalo, N. Y.—Adopted memorandum opinion authorizing exemption from publication as required by Rule 1.321, of the application for assignment of license of WKBW.

ACTION IN DOCKET CASES

Proposed decision looking toward grant of the application of Sunland Bcstg. Co. for new station at El Paso, Tex., to operate on 1340 kc 250 w unl. conditions; and denial of the mutually exclusive applications of Seaman and Collins, Del Norte Bcstg. Co, Inc. and Timberwolf Bcstg. Co. Inc. Commissioner Durr not participating; Commissioners Denny and Jett consider this is very close case but favor grant to Timberwolf Bcstg. Co.

FM GRANTS

Commission authorized conditional grants for 10 Class B stations and 11 Class A stations. Construction permits, with conditions, were authorized for 10 stations; construction permits in lieu of previous conditions were issued to 15 stations. For list see story on page 76.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations — 1,317 licensed, 526 construction permits, 683 applications pending (of which 386 are in hearing); FM—52 licensed, 867 conditional grants, 634 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (82 in hearing); television—six licensed, 59 CPs, 11 applications pending (3 in hearing); noncommercial educational FM—six licensed, 34 CPs, 10 applications pending.

Hamilton Spots

HAMILTON Watch Co., Lancaster, Pa., next week will record through World Broadcasting System a series of spot announcements to be sent to the watch company's dealers. Announcements will be placed by local Hamilton dealers on local stations throughout the country.

1000 NIGHT
5000 DAY
Jackson
Jackson in 1946 was one of the 92 cities in the United States whose banks cleared more than a billion dollars worth of checks.
WJDX NBC
in JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"
NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERY CO.

ISN'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.
Only ZBM Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

FARMERS
Prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

That very highly Hooper-rated

Sales-Results Premeditated

ABC Affiliated

Station in Des Moines

"THE STATION WITH THE PERSONALITIES"

KRNT

DES MOINES

A Cowles Station

Member Mid States Group

Represented by

The KATZ AGENCY

FAVORITE VOICE OF QUAD-CITIES

WHBF

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES

Rock Island, Moline, E. Moline, Ill. - Davenport, Ia.

BASIC ABC

WHBF

5000 WATTS 1270 KILOCYCLES

21 FM Conditionals Granted; Final CPs Authorized to 10

CONDITIONAL GRANTS for 21 new FM stations and construction permits for 10 others were issued by an FCC Board last Thursday.

The Commission also authorized construction permits, "in lieu of previous conditions," for 15 other FM outlets. It meanwhile assigned 100.5 mc (Channel 263) to WMUS-FM Muskegon, Mich. in place of the station's previous assignment, after changing the Muskegon allocation plan by substituting Channel 263 for No. 297.

Ten of the conditional grants were for Class B stations and 11 were for Class A. One of the Class B's, issued to KTEM Temple, Tex., was in lieu of a Class A grant authorized in November 1945. Six of the Class B grantees and three of those for Class A stations are AM licensees or permittees.

Conditional grants for Class B stations

Lincoln Broadcasting Co., Detroit—Owned in equal interests by E. C. Thompson, general manager of WEXL Royal Oak, Mich.; Harold I. Tanner, also of WEXL; John A. Ross, accountant.

Woodward Broadcasting Co., Detroit—AM applicant, headed and controlled (81%) by Max Osnos, department store owner.

Suburban Broadcasters (WKMH), Dearborn, Mich.

Radio Anthracite (WHWL Nanticoke, Pa.), Scranton, Pa.

Laredo Broadcasting Co. (KPAB), Laredo, Tex.

Commonwealth Broadcasting Co. (WLOW), Norfolk, Va.

Western Maryland Broadcasting Corp. (AM grantee), Norfolk, Va.

Suffolk News Co., Suffolk, Va.—Controlled (87%) by Beckley Newspaper Corp., FM permittee for Beckley, W. Va.

Bell Broadcasting Co. (KTEM), Temple, Tex. (in lieu of previous Class A grant).

Denny Park Lutheran Church, Seattle, Wash.

Class A Grants were as follows, showing proposed channel assignments in parentheses:

Madera Broadcasting Co., Madera, Calif. (No. 280)—AM applicant, owned by: Harold R. Brown, chief engineer of KFRE Fresno, 20%; Daniel B. Holcomb, general manager of Madera News, 20%; Dean S. Lesher, attorney and Madera News stockholder, 30%; Katherine C. Lesher, Madera News stockholder, 30%.

Nashua Broadcasting Corp. (WOTW), Nashua, N. H. (No. 292).

Union Broadcasting Co., Elizabeth, N. J. (No. 240)—AM applicant, headed by Jack D. Presser, accountant, 22.1% owner. Other stockholders include Harry A. Cooper, manufacturer, 22.1%; Jack Steinhardt, former production manager of WGOV Valdosta, Ga. (14.5%); Seymour Steinhardt, KMBC Kansas City script writer (14.5%).

Harold O. Bishop, Green Brook Twp., N. J. (No. 280)—Mr. Bishop owns a radio service laboratory at Harrisburg, Pa.

Newark Broadcasting Corp. (WVNJ), Newark, N. J. (No. 224).

Chanticleer Broadcasting Co. (WCTC), New Brunswick, N. J. (No. 252).

C. H. Winans Co., Watchung, N. J. (No. 288) — Construction, engineering and real estate company, headed by George W. Bauer, president and 17.5%, with Mrs. Bauer holding 19.7% and Raymond W. Bauer 0.5%.

Coastal Broadcasting Co., Bay Shore, N. Y. (No. 240)—Equally owned by President Norbert R. G. Stone, jewelry salesman; Henry E. Stabile, radio announcer; David E. Marshall, textile broker; Childs E. Pierce, radio repair shop owner.

Harry D. Fornari, Mineola, N. Y. (No. 288)—Was with OWI during the war; experienced in foreign language programming.

Radio New Rochelle Inc., New Rochelle, N. Y. (No. 232)—Equally owned by President William H. Moffett of CBS engineering staff; G. R. Chambers, also of CBS staff, former consulting radio engineer; J. D. Parker and L. L. Fisher.

American Quartz Labs Inc., Yonkers, N. Y. (No. 272)—Company, headed by Anton Chemela, is producer of quartz crystals; it has Class A FM grant for Camden.

Construction permits went to the following. FM call letters, where assigned, are shown first. AM affiliation is shown in parentheses unless obvious from the FM call. Power is effective radiated power and antenna height is height above average terrain:

KTMS-FM News-Press Pub. Co., Santa Barbara, Calif.—Class A; 98.3 mc (Channel 252); 380 w; 550 ft.

San Mateo County Broadcasters (KVSM) San Mateo, Calif.—Class A; 100.9 mc (No. 265); 380 w; minus 180 ft.

KTUR Turlock Broadcasting Group, Turlock, Calif.—Class A; 100.9 mc (No. 265); 1 kw; 155 ft.

WLOF-FM Hazelwood Inc., Orlando, Fla.—Class B; 100.3 mc (No. 262); 65 kw; 450 ft.; conditions.

Stillwater Pub. Co. (KSPI), Stillwater, Okla.—Class B; 93.9 mc (No. 230); 3.1 kw; 375 ft.

West Central Broadcasting Co. (WEEK Peoria), Tulsa, Okla.—Class B; 99.5 mc (No. 258); 185 kw; 510 ft.

Radio Station KTBS (KTBS), Shreveport, La.—Class B; 96.5 mc (No. 243); 47 kw; 370 ft.

Wayne M. Nelson (WEGO), Concord, N. C.—Class B; 96.5 mc (No. 243); 3.8 kw; 330 ft.; conditions.

Coastal Broadcasting Co. (WHIT), New Bern, N. C.—Class B; 103.7 mc (No. 279); 2.9 kw; 300 ft.; conditions.

KFYO-FM Plains Radio Broadcasting Co., Lubbock, Tex.—Class B; 99.5 mc (No. 258); 13 kw; 270 ft.

The following were authorized construction permits in lieu of previous conditions:

KIDO-FM Boise, Ida.—Class B; 106.1 mc (No. 291); 7 kw; minus 415 ft.

WJBC-FM Bloomington, Ill.—Class B; 101.5 mc (No. 268); 45 kw; 365 ft.

WMIX-FM Mt. Vernon, Ill.—Class B; 94.1 mc (No. 231); 15.2 kw; 550 ft.

WTHI-FM Terre Haute, Ind.—Class B; 99.9 mc (No. 260); 20 kw; 305 ft.

KCRA-FM Sacramento, Calif.—Class B; 96.1 mc (No. 241); 49 kw; 355 ft.; condition.

WOL-FM Washington, D. C.—Class B; 98.7 mc (No. 254); 20 kw; 410 ft.

WJAX-FM Jacksonville, Fla. — Class B; 95.1 mc (No. 236); 130 kw; 565 ft.

WMCP Baltimore, Md.—Class B; 94.7 mc (No. 234); 20 kw; 405 ft.

WBOC-FM Salisbury, Md.—Class B; 97.5 mc (No. 248); 12 kw; 370 ft.

WMIN-FM St. Paul, Minn.—Class B; 99.5 mc (No. 258); 65 kw; 375 ft.

WHB-FM Kansas City, Mo.—Class B; 102.1 mc (No. 271); 46 kw; 500 ft.

KCFM Kansas City, Mo.—Class B; 104.3 mc (No. 282); 54 kw; 350 ft.

WEW-FM St. Louis, Mo.—Class B; 95.1 mc (No. 236); 68 kw; 530 ft.

WCEC-FM Rocky Mount, N. C.—Class B; 100.7 mc (No. 264); 33 kw; 400 ft.

WTAR-FM Norfolk, Va.—Class B; 97.3 mc (No. 247); 50 kw; 345 ft.

Feature

(*Continued from page 10*)

hundreds of obstacles in their long struggle to start a business of their own. Instigator of the idea was Raymond F. Kohn, who is president of the operating company and manager of the station. The other four are Earl J. Kohn, his brother, and Millard L. Fisk, vice presidents (Mr. Fisk is musical director), and Jackson H. Fredericks, secretary, and John C. Pratt, treasurer, who comprise the commercial department.

The commercial department is doing well for a neophyte business. Five sponsors had been signed by opening day, and the list has now quadrupled. Starting Sept. 29 General Foods will sponsor a five-weekly half-hour news roundup, *Report to the People*, said to be the first FM contract of the sort placed by Young & Rubicam.

The five GIs have 57% of the stock. Studios are in the Masonic Temple and were designed by C. R. Jacobs, CBS director of construction. A 362-ft. Lehigh antenna in back of the building is the highest landmark in the area. At present it feeds a 360-w signal from the 250-w General Electric transmitter. When the present two bays are augmented by another six, the signal is expected to reach the authorized 1 kw.

Allentown is a musical city, with a large number of colleges in the nearby area, and WFMZ has access to a large reservoir of talent. At present it is on the air 14 hours a day and expects to stay on even longer in the near future. Live talent and local programming will be featured, though the station is a member of the Continental Network. The network fed a special program for the WFMZ inauguration, which was dedicated to Dr. Edwin H. Armstrong, inventor of FM. Bill Bailey, executive director of FM Assn., took part in the inaugural.

All talent at the opening performed free except the local band and a string quartet, both groups belonging to AFM.

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

Transfer of KFMO CP Is Before FCC

Commission Also Asked to Give Approval to Sale of WISH

ASSIGNMENT of construction permit for KFMO Flat River, Mo. (1240 kc, 250 w), from Oscar C. Hirsch individually to a new firm owned by himself and his wife was requested in an application filed with FCC last week.

The new company is Lead Belt Broadcasting Co. Mr. Hirsch, president, owns 86.66%. Geraldine F. Hirsch is secretary and has 12.66%. The remaining interest, less than 1%, is held by Dave E. Hoche, vice president. Mr. Hirsch is also licensee of KFVS Cape Girardeau, Mo., and WKRO Cairo, Ill. KFMO is now conducting program tests.

FCC meanwhile reported submission of an application for approval of sale of WISH Indianapolis (1310 kc, 5 kw day, 1 kw night) by C. Bruce McConnell and associates to Universal Broadcasting Co., headed by Frank H. McKiney [BROADCASTING, June 16]. Sale price is $554,000 but the contract provides that cash on hand, accounts receivable, etc., must exceed accounts payable by at least $50,000 at time of closing.

Mr. McKinney has about 35% interest in Universal. His associates include ABC Vice President Robert H. Hinckley (20%) and Frank H. McHale (10%), with whom he is associated in other Indiana broadcast operations, and a group of Indianapolis business and professional men. WISH is principally owned by Mr. McConnell (46.24%) and Earl H. Schmidt (37.7%).

FCC also reported an application for involuntary assignment of license of WCOL Columbus to show transfer of the 25% interest of the late Milton A. Pixley to Grace M. Pixley. Milton Pixley died July 1. With the transfer, ownership of WCOL and WCOL-FM will be Lloyd A. Pixley 45%; Martha P. Pixley 15%, and Grace Pixley 40%.

ROBERT MONTGOMERY, film actor, will serve as narrator on CBS' "We Went Back" documentary to be presented 10-11 p.m. Thur., Aug. 14, second anniversary of V-J Day.

RADIO WASHington gets work started on the site for new 15-kw transmitter of WASH (FM) Washington. WASH is now on the air with 650 w. Everett L. Dillard, consulting radio engineer, licensee of WASH and KOZY (FM) Kansas City, and originator of the new Continental FM Network of 21 stations, is at right. Lending further prestige to groundbreaking ceremonies Aug. 4 were (l to r): Larry Carl, WASH program director; Oscar Chapman, of Diegert & Yerkes, architects; John A. Reilly (shovel in hand), president of Washington Board of Trade, and W. Frank Gatewood, president of Washington Ad Club.

Two Station Grants Deleted; Garden City, Renton Get CPs

GRANTS for two new AM daytime stations—and deletion of two previous grants—were authorized by an FCC Board last Thursday.

The grants went to Albert P. Pyatt, general manager of KIUL Garden City, Kans., for a new Garden City station on 1050 kc with 1 kw, day only; and Interlake Broadcasting Corp., headed by Robert S. McCaw, formerly of KEVR Seattle and more recently with KRSC there, for daytime use of 1220 kc 250 w at Renton, Wash.

Meanwhile WJSW Altoona, Pa., one of the daytime outlets involved in the fight with clear channel stations over FCC's daytime clear channel licensing policy, received authority to move from a clear to a regional frequency, increase power, and operate full-time.

The Altoona station, which has been assigned to WSM Nashville's 650-kc clear channel, was authorized to switch to 1290 kc and boost its power from 250 w, daytime only, to 1 kw day and 500 w night, directionalized at night.

The Commission granted the request of Alf M. Landon, former Kansas Governor and 1936 GOP Presidential nominee, for deletion of his July 17 grant for a new station at Englewood, Col., without prejudice to his filing for another frequency for a new station at Denver. The Englewood grant was for 1250 kc with 1 kw, day only. FCC dismissed as moot a petition of KFBC Cheyenne opposing the Englewood operation on grounds that it would interfere with KFBC service in rural areas where little or no other service is available.

The previous grant to Magic City Broadcasting Co. for WMBY Birmingham, Ala. (730 kc, 1 kw, day) was deleted at the request of Owner Ernest E. Forbes Jr. Mr. Forbes told the Commission that he lacked equipment to complete the station, noted that several other new stations were planned in the Birmingham area, and said he felt it advisable to abandon his plans and sell his equipment to other broadcasters.

Owners of the grantee company for Renton, in addition to Mr. McCaw as president and 50% stockholder, are Miss Velva D. Fuller, educational and public service director of Romig C. Fuller and Assoc. and previously with KOIN and KGW Portland, who is vice president and secretary and owns 46.2%; and Miss Cecil Pattee, Miss Fuller's secretary, who has 3.8%.

DON STAUFFER, vice president in charge of radio for Sullivan, Stauffer, Colwell & Bayles, New York, is in Hollywood lining up talent for new NBC Whitehall Pharmacal Co. program starting in early October.

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC
WASHINGTON, N. C.

1000 WATTS, 880 KC
CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ.

These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

TRANSCRIBED AND AVAILABLE for a 27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel • Kansas City 6, Mo.

DOES THE JOB Alone

WOW
OMAHA

NBC*
590
5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

Utahans Will Look . . . Feel . . . Be Sharp!

AS UTAH'S Centennial Celebration drew to a close and with it the statewide beard-judging contest in Salt Lake City, Gillette Razor Co. was quick to hire a United Air Lines cargo plane and ship a load of razors and blades—for free distribution upon arrival. On hand to greet the plane and describe the incident was KUTA's special events man, Harry Warren (without beard), and some of the "beavers" who were interviewed.

Elaborate Dedicatory Program Marks KSD-TV Operation With Added Power

KSD-TV, the St. Louis *Post-Dispatch* television station, celebrated its new 20-kw power and 50-mile sending radius with a special dignitary-filled dedicatory program, Thursday, 8-8:30 p.m. Equipment is RCA throughout.

George M. Burback, KSD general manager, gave a brief address to open the program. St. Louis Mayor Aloys P. Kaufman then described the ways in which television could serve the area. Robert L. Coe, Union Electric Co. sales manager, and program chairman of the Television Exposition Committee, discussed plans for a 5-day long video exposition beginning Nov. 19 at St. Louis' Kiel Auditorium Convention Hall.

NBC President Niles Trammell, appearing on a one-minute film prepared in New York, then congratulated the station and spoke of the significance of the new transmitter in relation to nationwide development of television. Acting FCC Chairman Paul Walker extended his greetings on a film prepared in Washington.

Future program possibilities and technical phases of the installation were discussed by Harold Grams and Robert Coe, KSD-TV program director and chief engineer respectively. During the next five minutes, Amadee, *Post-Dispatch* staff artist, illustrated the station's new coverage by drawing a map in black and white.

The final 10 minutes were devoted to a film made under supervision of the station's staff and showing the transmitting equipment, the 546-foot antenna tower and various departments of the station.

The new equipment is made up of two separate transmitting units, one for sound and one for sight. The two units, weighing about 10,000 pounds, "feed" into the same antenna and panel controls and are set up to be regulated simultaneously. Actually, the sight unit has 5-kw power and the sound unit 2½-kw, but by using the antenna tower the effective power of each unit becomes four times greater. Thus, the sight unit's increase to 20-kw determines the station's effective total power.

Unofficial tests before the official opening brought reports from RCA dealers of clear reception as far away as Hannibal, Mo. (87 miles).

On Aug. 6, the day before the opening, the St. Louis *Post-Dispatch* gave extensive coverage to the event. In addition to a prominent news story, some 60 television dealers placed approximately a total of 10 pages of advertising in the issue.

MARLOWE TELEVISION Assocs., New York, is currently on series of 13 television adventure shows titled "Tom Terriss' Tales of Mystery." Tom Terriss, author of the "Tales," will assist in production series which is being recorded on 35 mm film with sound.

WORLD RADIO NETWORK IS DISCUSSED AT PARIS

RADIO EXPERTS from 12 nations met in Paris last week to discuss problems involved in establishing a proposed world-wide network to be sponsored by the United Nations.

Questions discussed included (a) whether a world-wide radio network should be established by the United Nations Educational, Scientific and Cultural Organization (UNESCO), (b) whether such a network should be operated jointly by UNESCO and the United Nations or (c) whether a UNESCO international service should be extended in cooperation with national radio organizations.

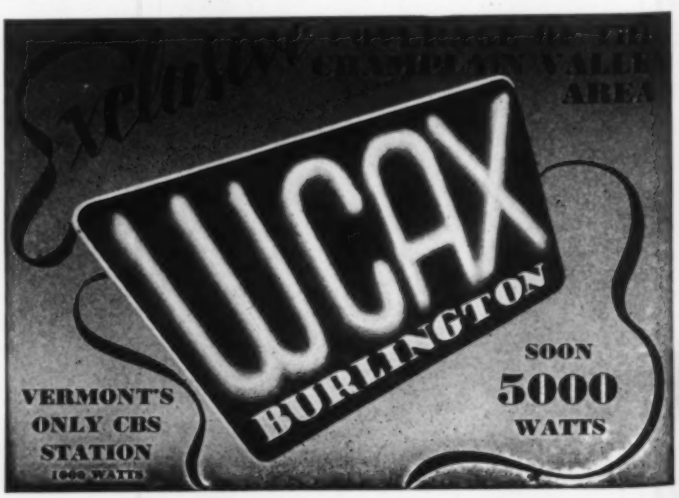
Cost of establishing the proposed network has been estimated at $250,000,000, while an additional $50,000,000 a year, it is estimated, will be needed to operate it.

Sale of WKBW Buffalo Exempted From Bid Rule

PROPOSED SALE of WKBW Buffalo to Broadcasting Foundation Inc. was exempt by FCC last week from the public-bidding requirements of the Avco Rule respecting station transfers. This development had been expected [BROADCASTING, Aug. 4] since the consideration includes not only the $375,000 sales price but also the release of claims against the station by Churchill Tabernacle, parent firm of Broadcasting Foundation, and dismissal of pending litigation involving the two. It would have been impossible, FCC authorities noted, for competing bidders to comply with the Avco Rule by meeting the Foundation's offer "on the same terms and conditions" in this respect. Another factor was Churchill Tabernacle's former ownership of the station.

WIP Appoints Petry

WIP Philadelphia, effective Aug. 1, appointed Edward Petry & Co., New York, as national representatives. Station was formerly represented by George P. Hollingbery Co., New York.



Akron Dealers Use Radio for Goodwill

New Car Assn. Combats Ill-Feelings About Sellers' Market

IN A DETERMINED effort to combat the ill feeling which has sprung up in its territory against the new car dealer, the Akron Automobile Dealers Assn. has taken to the air.

Feeling that such resentment is undeserved in the vast majority of cases, John Lehman, secretary of the association, engineered the first step of what promises to be a lively, far-reaching public relations program, in conjunction with the Jessop Advertising Co. of Akron.

Drawbacks

"In view of the many hardships and difficulties which face the new car dealer," says Mr. Lehman, "most of the public will agree that he's doing a magnificent job. But there are too many others who forget that the new car dealer can't sell new cars over the factory list price—that he must keep his financial movement on the books for all to see—and that he can't deliver new cars until the factory gets them out. These people call the new car dealer a crook!"

Burning with honest indignation, the association believes it decidedly unfair to shift the stigma of all these "used car" transactions from where it belongs—the boys who can wave fat bonuses—to the new car dealer. Mr. Lehman points out that the new car dealer works with good will to deliver new cars to the names on his list as the cars arrive.

"What advantage is it to that dealer to have the same names showing up, yelling for second and third cars?" Mr. Lehman says..

He went after the Wayne King show, and he got it, a full half-hour of transcribed music in the public relations mood—every Sunday afternoon at 4:30 over WAKR. The program seems to be a potent answer to at least part of the reputable new car dealer's problems.

In conjunction with the dreamy, relaxing music of America's "Waltz King," the association commercials are held deliberately to a pure public relations level. They're not corny, they're not blatant, they're not bang-bang-bang. Incredible as it may seem, they don't try to sell new parts, they don't boost the Chrysler man over the Chevrolet man, nor the Chevvy man over the Ford man.

Type of Commercial

All they do is identify the sponsors, offer factual information about the new car set-up, urge motorists to cooperate with their police, obey traffic signals, and keep their cars checked for safety!

Mr. Lehman has found the response rather amazing. From his flow of appreciative mail, and the Jessop Advertising Co. mail, Mr. Lehman knows that the people are glad to hear the truth once a week . . .indicating that they have been misinformed or not informed at all!

Listeners seem to like especially well the association's slogan: "You choose your dealer when you choose your car." It's an easy, friendly way of saying that one dealer isn't bucking another—you'll get good service from any dealer, but you'll get specialized. friendly, interested service if you take your car and your troubles and your desires to your own new car dealer, the man who represents the factory itself!

"We take the air," states the delighted Mr. Lehman, "with Wayne King. Right there we have an army of listeners, in a very receptive mood—because is there anyone who doesn't like Wayne King?"

Hour Important

The hour, too, seems to add to the results. "At 4:30," Mr. Lehman continues, "everybody is at one of two places. . .in his car, listening to his car radio—or at home getting his Sunday afternoon rest!" He chuckles. "Almost everybody, anyway."

The commercials, written by Jessop, hit in rapid but gentle succession, such topics as "Highway Safety," "Know Your Car," "Don't Fall For Bonuses," and that hot issue, "Where's My New Car?"

Is this transcribed show doing a genuine public relations job for the hard-pressed new car dealers? "Yes," the boys say. The public is writing in to say how much they appreciate and enjoy, not only the beautiful music, but also the commercials. The local police, safety councils and other agencies with whom the association gladly cooperates all enjoy and boost these new car dealer commercials.

The Wayne King show was booked for a solid year, through Jessop. There's a hint in all this for other new car dealers.

ARTIST COMES FIRST

Gruen Signs for Off-Hour Signals on WABF

Thorough approval of the off-hour time signal is registered by WABF and Gruen officials. Lyman Bloomingdale (l), WABF official, watches copy read by Dick Carver, announcer, as Benjamin Katz, Gruen president, and Ira Hirschmann, WABF president, check time.

* * *

"THE TIME is exactly 11:06." You may be hearing that any day on WABF (FM) New York, and it is perfectly all right with the Gruen Watch Co., sponsor of the time signals. With perfect understanding, the firm and station have agreed that the performing artist should not be interfered with for a split-second time announcement. So Gruen signals need not be announced on the hour or half-hour over WABF.

"We are proud to announce the Gruen sponsorship," Ira Hirschmann, WABF president, said last week. "They believe, as we do, that the radio artist should be a slave to the music and not to the clock. . . . The Gruen Watch Co. is to be commended for pioneering in giving first consideration to the radio artist and the radio listener."

Gruen, through its agency, Grey Avertising, is the second national account to be placed on WABF. First was Baldwin Piano Co. A total of 17 sponsors now advertise on the FM station.

TITLE of ABC's program, "Wake Up and Smile," heard Sat. 9-10 a.m. (CDST) with Tommy Bartlett as master of ceremonies, was changed to "Tommy Bartlett Time" Aug. 9.

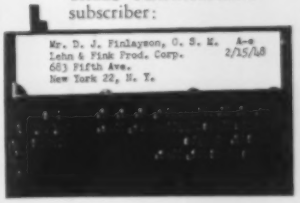
Tell your story to

TOP MANAGEMENT

where it really counts

6 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing.*

Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

16.9

IN CINCINNATI

C. E. Hooper, January 1947 . . . March 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

Hollywood

New York • Chicago

The COMBINATION to GEORGIA

all CBS available at combination rates

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY

THE KATZ AGENCY, INC.

Hon. Ray Nelson
Charles M. Storm Co.
New York City
Dear Ray:

I love these special reports the government keeps issuing . . . specially ones like our county assessor's office issued this week. It says, ". . . Charleston property has reached an all-time peak in value at $133 million and is worth $7,119,310 more today than it was a year ago . . ." Just like the Boss says, "Love this market . . . Love this station!"

Yrs.
Algy

WCHS
Charleston, W. Va.

KMAV FM

PIONEERING IN KANSAS CITY
SINCE 1942
—
NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

Petrillo Practices Outlawed, Says Lea

EDITOR, BROADCASTING:

This country should not, and I believe will not, tolerate such racketeering practices as were engaged in by Petrillo.

I will be interested in further court proceedings in the case at Chicago. Whatever happens there cannot change the fact that the law is Constitutional.

I also trust that the general legislation passed by Congress controlling activities of organized labor may prove of benefit to the country. I believe it will. We had reached the point where the public as the interested bystander had become the principal victim of labor excesses.

Clarence F. Lea (D-Calif.)
Washington, D. C.
July 31, 1947

'Islands' Proved To Be Archipelago

EDITOR, BROADCASTING:

Referring to your editorial in BROADCASTING (July 28th), I should like to point out that although the European commercial radio picture is not exactly encouraging, there are a few more "islands of free enterprise" than the two which you mention.

Italy, for example, has 26 commercial radio stations, and incidentally, the only commercial network in Europe. Although it is true that the technical facilities of this network are owned by the Government, the air time available for commercial sponsorship is wholly administered by a private company. Another "island" is Vorarlberg in Austria, where a commercial station known as "Radio Vorarlberg" is now in operation.

At the moment in Europe there are considerable forces at work attempting to enlarge the sphere of commercial radio operation. This is despite the current attitude of the BBC.

Paul Talbott, President
Fremantle Overseas Radio Inc.
New York
July 28, 1947

[EDITOR'S NOTE: Confusion over the status of the NAB's membership in IABA was premised upon absence of U. S. representation on board of Inter-American group, and the feeling of Latin-American broadcasters that NAB preferred observer status only. That view was expressed to BROADCASTING by members of IABA board at a recent meeting in Atlantic City. We are glad to publish the letters from President Miller and Board Member Arnoux, as well as the telegrams from Emilio Azcarraga and Goar Mestre, which dispel all doubt as to NAB's desire wholeheartedly to cooperate with IABA.]

NAB Head Requests IABA Clarification

EDITOR, BROADCASTING:

My attention has been called to an editorial comment which appeared in the July 28th number of BROADCASTING as follows: "Joint action can be achieved under an organization like the Inter-American Assn., launched last September largely through the good offices of Emilio Azcarraga, owner of XEW and XEQ in Mexico City, and head of the Mexican delegation to Atlantic City, and Goar Mestre, owner of CMQ Havana, both U. S.-educated. Neither NAB nor Canada's CAB is a member. They should be. BBC tried to join but was voted down as a government monopoly. Membership is open only to private broadcaster associations."

This is a very unfortunate misstatement of fact and I am writing to ask you to give my letter correcting the error an equal display in your magazine.

For your information, let me give you the following chronology of events. When the proposal that NAB should join the Inter-American Broadcasters Assn. first came before the Board, there was doubt upon the part of some members of the Board concerning the wisdom of adherence to the Association. It was decided, however, to send representatives to the meeting of the Association in Mexico City. Mr. Campbell Arnoux and Mr. Hugh A. L. Halff were designated for that purpose and attended as observers on behalf of NAB. Obviously they could attend only in the capacity of observers because NAB was not yet ready to commit itself to adherence.

Thereafter, Mr. Arnoux and Mr. Halff reported to the Board at its next meeting and presented their reports of the Association and of the convention in Mexico City. After full discussion, the Board of Directors decided that the NAB should become a member of the Inter-American Broadcasters Assn. It imposed no limitations upon its membership and no limitations were imposed by the Association. NAB agreed to contribute as its dues an amount which constituted a very large percentage of the total income of the Association.

Since that time, NAB has been a full participating member of the Association; we have been in communication with the President, Dr. Lorenzo Balerio Sicco, with the Executive Director, Dr. Justino Jimenez de Arechaga. Neither of these gentlemen has suggested that NAB lacks full standing in the Association or that it must be relegated to an observer status. In fact, NAB would have no interest in occupying an observer status and insists upon full membership. It is giving its full moral as well as a very substantial financial support to the enterprise and will not consent to any other type of membership in the Association. If any person has any idea to the contrary, it must be eliminated.

The possibility of damage to international relations is so great in the present instance that I must insist upon correction of this error. NAB went into the Inter-American Assn. only after very careful study —during which time it properly remained on an observer basis. Having gone in, and having committed itself to the enterprise, it will not permit any attenuation of its position as a full participating member, directly or indirectly.

Justin Miller, President
National Assn. of Broadcasters
Washington, D. C.
July 30, 1947

Arnoux Also States NAB's Position

EDITOR, BROADCASTING:

I suppose the exception proves the rule. Usually I read your editorials with great interest and admiration and feel that you are doing a grand job as an articulate voice championing the American Broadcasting Industry.

You are, however, off-side and inaccurate in your statement in the 6th paragraph of your editorial entitled "World Radio Intrigue," in the July 28th issue. You state "Neither NAB nor Canada's CAB is a member, they should be."

The facts in the matter are that NAB is an active member and has

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

KSFO SAN FRANCISCO 560

MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

contributed $10,000 or 50% of the expected expense of operating the Association during the first year.

I went to the Mexico City organization meeting with Hugh Halff [WOAI San Antonio] by order of the Board of Directors of NAB. At the January San Francisco meeting, both Hugh and I recommended membership on an active basis. There was a prolonged discussion and finally the Board approved by a vote that was almost unanimous, only one dissenting vote being cast, as I recall. Subsequently, Judge Miller sent the check for $10,000 and if that's not membership, I don't know what is.

We are planning to have a delegate attend the next meeting of the Inter-American Association which I understand is scheduled for Buenos Aires next April.

We are not on the Board of the Inter-American Association at present because at the first meeting, NAB was represented, as explained above, on an observer basis only, however, it is reasonable to presume that at the next meeting, there will be an NAB representative on the Board; at least it seems logical due to the power and prestige of NAB and the extent of our financial contribution.

I think you should correct the inaccuracy in your editorial. I am very sold on the need for active and sympathetic participation of NAB on the activities of the Inter-American Association and appreciate your feelng in the matter as expressed in the editorial. All you can do to further a comprehension of the necessity for our participation and our backing of the Inter-American Association in the minds of the NAB members will be most appreciated.

Campbell Arnoux, President,
WTAR Norfolk, Va.

Aug. 1, 1947

* * *

Azcarraga Says Miller Is Right

EDITOR, BROADCASTING:

Mr. Miller is right; NAB is a fullfledged member of IABA. Reason we don't have director from NAB is because they came as observers when we were organized and it was six months later when we were advised that NAB Board had accepted. Thanks. Regards.

Emilio Azcarraga
XEW Mexico, D. F.
Director, former president, IABA

Aug. 6, 1947

* * *

IABA Vice President Makes It Unanimous

EDITOR, BROADCASTING:

Read your interesting editorial on IABA. Congratulations and many thanks. My personal understanding has been that NAB was fullfledged participating member in good standing. NAB not represented in IABA's board because when members were elected in Mexico last year NAB was attending merely as observer and it was not until months later that NAB's board agreed to join. Believe that this is probably reason for misunderstanding. Please assure Miller and NAB's board that IABA considers them members in good standing and looks forward to their participation in IABA's board after next meeting and election in Buenos Aires next year as NAB's active participation and cooperation is most essential to plans for continental solidarity of broadcasting industry.

Goar Mestre
CMQ Havana, Cuba
Vice President, IABA

Aug. 6, 1947

* * *

Believes in Giving Clients Explanation

EDITOR, BROADCASTING:

Your editorial, "Tailor's Time," Aug. 4th issue of BROADCASTING, is of particular interest to us here at WGH. Based on a conviction that the client should be treated as an intelligent spender of his money, we determined several years ago to bring the issue—the insertion of announcements adjacent to programs—clearly into the open, thus preventing any possibility of future misunderstandings or of charges such as in the KTOK development.

As an addition to the standard conditions of our contract, we inserted under "Programs" this stipulation:

"Program periods of five minutes or more are sold with the understanding that the final 30 seconds of each such program period may be used by Station WGH for prescribed announcement of station identification, or commercial announcement known as 'spot' or 'station break' announcement, or both."

It is felt that from a legal standpoint a station could rely on the "accepted practice of the industry" rule for protection, however a clear statement of fact eliminates the possibility of court costs and disruptive client relations.

Edward E. Bishop
Vice President WGH
Norfolk, Va.

Aug. 4, 1947

* * *

Likes Editorial 'The Awakening'

EDITOR, BROADCASTING:

Let me congratulate you on a very fine and timely article entitled "The Awakening" in your current issue (July 28) of BROADCASTING. Situations of this kind should be given maximum publicity because it serves a duel purpose of assisting the broadcasters now in business and warning new-comers with a view to saving them plenty of headaches and likewise plenty of sheckels.

Harold Wheelahan, Manager
WSMB New Orleans

July 30, 1947

* * *

The Magazine File Opened to . . . Blank

EDITOR BROADCASTING:

By way of an encomium, may I say it is most usually the desire of station management to keep a file of BROADCASTING magazines unbroken in continuity. Their value as a journal is pretty much self evident.

However a hasty thumbing through of copies from date of subscription to the moment inevitably reveals serious gaps in the cycle which is not only broken, but smashed to hell . . . . smashed to hell by people who hijack copies to plug holes caused by goons who have also strong armed issues to plug holes caused by—ad infinitum. . . . . My file of your magazine eagerly awaits the above.

Frank Wilbur
Station Manager KAFY
Bakersfield, Calif.

July 17, 1947

FM in Every Room

THE SEVERS, a 400 room hotel in Muskogee, Okla., is believed to be the first hotel in the Southwest to install FM reception in every room. All daily programs of KMUS (FM) Muskogee are fed into the hotel system, according to station and hotel officials.

LANSING MOORE, former copy chief of Lawrence Boles Hicks Inc., New York, has been appointed creative director of the agency, to direct copy, radio and research departments.

★ ★ ★ ★ ★

WDRC Market Wins National Honors

Sales Management's "Survey of Buying Power" gives the state of Connecticut two "firsts" in per family income and quality of market index. The city of Hartford and Hartford County are among the top three in their groups. THIS is a market, and the WDRC Primary Area gives you the best big slice of it . . . $949,927,000 in Retail Sales. Write for WDRC's new Market Study, with the whole story of how to Connect in Connecticut!

Wm. F. Malo, Commercial Mgr.
REPRESENTED BY RAMER

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

★ ★ ★ ★ ★

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Campbell-Porgie

Just An Old Love of Mine

On Transcriptions: ASSOCIATED—Phil Brito; LANG-WORTH—Frankie Carle; THESAURUS—Novatime Trio; WORLD—Nat Brandwynne.

On Records: Billy Eckstine—MGM 10043; Tommy Dorsey—Vic. 20-2371; Dick Farney—Maj. 7248; Peggy Lee—Cap. 445; Doris Day—Col. (soon to be released).

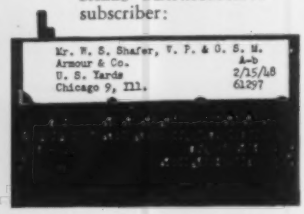
BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

Tell your story to
TOP MANAGEMENT
where it really counts

4 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing*.

Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

KFMB *sells* **SAN DIEGO**

From AM to PM with AM and FM, KFMB keeps pace with growing San Diego . . . California's 3rd city . . . America's first in per capita retail sales. It's the "listening hub" of this great market—right in the center of 460,000 people —all within 15 miles of our antenna, that is!

KFMB

• Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

NAB Exhibitions

(*Continued from page 18*)

ing based on the topic, "Radio Management Tomorrow—Problems of Service and Survival." Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the committee, will preside. J. Allen Brown, NAB Assistant Director of Broadcast Advertising, will join Mr. Cribb in leading the discussion.

Problems to be covered include community leadership, programming, sales, music, office management, station promotion, news and engineering. Effects of the FCC's proposed new rules on operator classification will be discussed [BROADCASTING, Aug. 4].

The equipment exhibition will far exceed any previous event. It will occupy a space 188x170 feet, roughly 27,000 feet or two-thirds of an acre. It will consist of a row of large booths running across the Convention Hall at the east side of the lobby. Six rows of displays, running lengthwise in the the hall, will consist of booths ranging from 100 to 2,400 square feet.

The convention auditorium will be partitioned off at the western end of the building. A separate auditorium in the balcony, which seats 5,000 for meetings, will be used for luncheons and the Tuesday night banquet.

The heaviest equipment used in broadcasting can be accommodated in the exhibition. Several firms are understood to be planning to erect antennas, it was learned in Atlantic City, with the hall permitting towers about 150 feet high.

The exhibition will be a silent one, but firms desiring to demonstrate sound equipment may use special rooms in the hall. Displays will be open from 9:30 a.m. to 5:30 p.m. Wide aisles will permit large crowds to see all exhibits, but only persons holding registration tickets will be admitted to the Convention Hall.

Arthur C. Stringer, NAB Director of Special Services, will go to Atlantic City after Labor Day to complete arrangements. Space has been assigned exhibitors, though some last-minute changes may be necessary.

A high proportion of purchasing power of the industry will see the exhibits and compare products marketed by the various exhibitors. A large number of agency and advertiser executives have indicated they will attend.

The convention building is equipped with heavy elevators, cranes and motor trucks and practically all types of electric power can be provided for operation of equipment.

Mr. Stringer is preparing copy for the official director of exhibits and expects to have it ready for the printer within a fortnight.

Special recruiting booth will be manned by U. S. Navy personnel. United Nations also will be represented with a display depicting its broadcast activities.

Another new feature will be a National Radio Week (Oct. 26-Nov. 1) booth where broadcasters will be acquainted with plans for the event, which this year will become an event of national stature (see story this issue). NAB and Radio Manufacturers Assn. will operate the booth jointly.

List of equipment exhibitors, corrected to Friday, was announced by NAB as follows:

Amperex Electronic Corp., Brooklyn
Andrew Co., Chicago
Audio Devices, New York
Collins Radio Co., Cedar Rapids, Ia.
Louis G. Cowan Inc., New York.
Daven Co., Newark
Allen B. Du Mont Labs., Passaic, N. J.
Eitel-McCullough, San Bruno, Calif.
Fairchild Camera & Instrument Corp., Jamaica, N. Y.
Federal Telephone & Radio Corp., Clifton, N. J.
Gates Radio Co., Quincy, Ill.
General Electric Co., Syracuse
Langevin Co., New York
Lehigh Structural Steel Co., New York
Magnecord Inc., Chicago
Presto Recording Corp., New York
Radio Inventions, New York
Radio Corp. of America, Camden, N. J.
Rangertone Inc., New York
Raytheon Mfg. Co., Waltham, Mass.
Rek-O-Kut Co., New York
Technology Instrument Corp., Waltham, Mass.
U. S. Recording Co., Washington
Western Electric Co., Graybar Electric Co., New York
Westinghouse Electric Corp., Pittsburgh
Wincharger Corp., Sioux City, Ia.

List of transcription companies and program services follows:

Associated Program Service, New York
Harry S. Goodman Radio Productions, New York
Kasper-Gordon, Boston
Lang-Worth, New York
C. P. MacGregor, Hollywood
SESAC New York
Standard Radio Transcription Services, Hollywood
Teleways Radio Productions, Hollywood
Transcription Sales, Springfield, O.
Frederick W. Ziv Co., Cincinnati

Miscellaneous:

NAB-RMA
BMB
BMI
United Nations
U. S. Navy

McGillvra Appoints

JOSEPH HERSHEY McGILLVRA Inc., station representatives, last week announced the addition to their New York sales staff of Ray T. Murphy and Lynn L. Barnard. Mr. Murphy has been with the New York office of McGillvra as account executive, while Mr. Barnard was formerly associated with the New York offices of Pedlar & Ryan, and BBDO Inc. as radio time buyer, program producer and account executive.

LEE HART WILL LEAD NAB'S RETAIL CLINICS

MONTH-LONG series of meetings designed to promote use of the broadcast medium by retailers will be conducted in the Far West by Lee Hart, NAB Assistant Director of Broadcast Advertising. Miss Hart left Friday on a tour that will end in Seattle Sept. 5, returning east in time to attend the NAB Convention.

The series will include two phases—expert guidance for retailers in taking advantage of the radio medium and instruction of station personnel in working with retailers.

Miss Hart will stress broadcasting's ability to do a combination job for department stores and other retailers by stimulating sales of individual items and doing an institutional job. Meetings will be held as follows: Denver, Aug. 9-13; Los Angeles, Aug. 13-18; San Diego, Aug. 18-19; Santa Barbara, Aug. 20; San Jose, Aug. 21; San Francisco, Aug. 22; Fresno, Aug. 25, 28; Sacramento, Aug. 27-28; Santa Rosa, Aug. 29; Portland, Sept. 2-3; Seattle, Sept. 4-5.

Geyer Named

B. B. GEYER, president and chairman of the board of Geyer, Newell & Ganger, New York, has been appointed chairman of the Advertising Research Foundation's Technical Committee. Mr. Geyer, who is also a director of the Foundation, succeeds Otis A. Kenyon, vice chairman of Kenyon & Eckhardt, New York, who recently became chairman of the Foundation's board of directors.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000 Retail Market

you need

WSAZ

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT

930 KC
ABC PROGRAMS

represented by BRANHAM

CODE FRAMERS of NAB worked toward final draft for board consideration at two-day Washington meeting. Present were (front row, at left): C. E. Arney Jr., NAB; Davidson Taylor, CBS; E. R. Vadeboncoeur, WSYR Syracuse; Herb Plambeck, WHO Des Moines; Edgar Bill, WMBD Peoria; Glenn Snyder, WLS Chicago; Philips Carlin, MBS; Henry W. Slavick, WMC Memphis; John M. Outler Jr., WSB Atlanta; Harold Fair, NAB; Robert D. Swezey, MBS; Merle S. Jones, WCCO Minneapolis; Ken R. Dyke, NBC; Arthur B. Church, KMBC Kansas City; Harold E. Fellows, WEEI Boston.

NBC Affiliate

(Continued from page 18)

ident, Palmer School of Chiropractic which owns WHO Des Moines. Dean Fitzer, general manager of WDAF, *Kansas City Star* station, was unable to attend.

On behalf of the committee, Mr. Bannister reiterated that the proposed organization would in no wise impinge upon activities of the NAB or of NBC's Stations Planning and Advisory Committee (SPAC). "The thought behind this proposed association is to provide a vehicle through which all NBC affiliates can develop joint action whenever such action is deemed necessary," Mr. Bannister said. "With the objective of elevating standards of broadcast service, this association might well be called upon to deal with issues concerning labor, legislation, commercial practices and similar matters of general industry concern."

NBC President Niles Trammell has opposed formation of the association as unnecessary and as one which would upset the whole relationship between affiliates and the networks. In a letter to NBC affiliates last May, he said that formation of such an association would lead to abandonment of the SPAC committee [BROADCASTING, May 19].

While no formal designation has been given the association, the suggestion has been advanced that it be called "Association of Independent NBC Affiliates." The move developed following a SPAC committee meeting in Chicago at which President Trammell, Vice President Ken R. Dyke, recently appointed administrative vice president in charge of programming operations, and other NBC executives advocated changes in commercial standards particularly affecting station break announcements [BROADCASTING, April 21].

Procedure agreed upon at the Tuesday meeting of the organizing committee provides for a call to order by Mr. Bannister as temporary chairman. The gavel then will be turned over to George Norton, president and chief owner of WAVE Louisville and a prominent attorney. From that point on, the program wil be thrown open to discussion. If an organization is agreed upon by majority vote, by-laws promptly will be offered and machinery for a permanent organization set in motion. Whether there will be a permanent headquarters organization and paid staff would be left to determination of the meeting.

FINLEY TRANSCRIPTION Co., Hollywood, packagers and producers of transcribed shows, is opening sales offices in Atlanta, Chicago, Dallas and Seattle, according to **LARRY FINLEY**, president. **LOU SWERDLING**, in charge of eastern operations, will supervise Atlanta office, with **LARRY KOLPACK** setting up other branches.

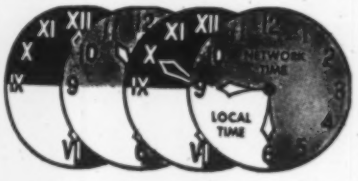
N. Y. Law Requires SPCC Okay for Minors on Air

WRITTEN application must be made to the Society for the Prevention of Cruelty to Children and local authorities before minors may appear on radio or television programs, in New York State, under a statute passed by the legislature to become effective Sept. 1.

Applications must include parents' consent and details about the type and duration of the performance. In New York City, a duplicate of the application to the SPCC is to be filed at the mayor's office. In cities and towns of less than 1,000,000 the duplicate form will be filed with local officials. A spokesman for the American Federation of Radio Artists said that AFRA is attempting to work out with the SPCC a procedure whereby a single application will cover a series of performances, such as in a radio serial.

Upcoming

Aug. 12: BMI Board, BMI Hdqrs., New York.
Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.
Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.
Aug. 25: NAB FM Executive Committee, NAB Hdqrs., Washington.
Aug. 26: NAB-RMA Liaison Committee, NAB Hdqrs., Washington.
Aug. 27: NAB Sales Managers Retail Adv. Sub-committee, BMB Board Room, New York.
Sept. 2-3: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Sept. 29: Clear Channel Hearing, FCC Hdqrs., Wash., D. C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.



EST CST MST PST

GUARANTEE YOUR LOCAL TIME

Regardless of Network Offering

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

CBS KGVO KANA • KGFM

ANACONDA BUTTE 250 W — GREAT FALLS 5 KW

5 KW DAY • 1 KW NITE (DEC. 1, 1947)

MISSOULA MONTANA

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

WHBQ

Happily Bring Quiddity

W. H. BESCUE

MEMPHIS

"Quiddity", according to Webster, is "that which answers the question".

What station in Memphis produces most sales per dollar spent? What station in Memphis gives best merchandising support? The quiddity to these and your other selling questions are in these four letters, W.H.B.Q. Send for availabilities today.

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by
RAMBEAU
New York • Chicago • Hollywood

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

250 watt station in southern city of 15,000 going on air about September 15 wants experienced program director and combination engineers-announcers. Box 83, BROADCASTING.

Commercial manager for upstate New York thousand watt station. Must be progressive, hard-hitting, familiar with selling in national field and basically familiar with the sale of local programs and supervision of local sales force. Please state in first reply complete radio sales experiences, both local and national, former employers, age, marital status, references, and other pertinent data. Box 85, BROADCASTING.

Wanted: Salesman for new regional station in fast-growing city of 35,000 population. Ideal working conditions. Box 101, BROADCASTING.

Salesman for major network station in New England. Must be experienced. Send history, photograph, and state salary expected. Box 102, BROADCASTING.

Wanted: Salesman with several years' experience. Midwestern city of over 100,000. Box 115, BROADCASTING.

Salesman. One of southeast's leading stations has excellent opening for one salesman to handle local and regional accounts. Interested only in self-starter who sells intelligently and soundly, can use audience and market figures, not rate-conscious. Commission basis, but salary of $75 weekly until billings equals then straight commission. Earnings should be five to seven thousand annually for good man. Station one of largest regional coverage in southeast, top Hooper in market, major network. Applications and negotiations held in strictest confidence. Box 118, BROADCASTING.

Three combination engineer-announcers needed about September 15th. New Pacific coast network station with FM affiliate. Must be A-1 announcers. Send all details. $72.50 for 40 hours. Box 135, BROADCASTING.

Wanted—Chief engineer, two first-class operator-announcers, one program director. New station now under construction in West Virginia. Box 149, BROADCASTING.

Experienced announcer with first class ticket, good wages, living conditions good. Box 151, BROADCASTING.

Wanted: Manager for only 250 w record station in western market of 75,000. Man must have excellent sales record. Salary $75.00 per week. Box 153, BROADCASTING.

Georgia Mutual local has opening for permanent staff announcer interested in sports. $45.00, 45 hours. Details to Box 158, BROADCASTING.

Wanted — Aggressive competent commercial manager for new well-established local station for Central Montana. Salary and commission. Capital Broadcasting Company, Lewistown, Montana.

Help Wanted (Cont'd)

Young lady copy writer who is not afraid to work. Some air work. Ideal climate, new Mutual affiliate. Box 179, BROADCASTING.

Director of women's programs wanted by 5000 watt network affiliate in metropolitan market. Must be qualified, industrious, personable. Salary and talent. Send audition and all information. Box 180, BROADCASTING.

Program director—skillful and imaginative man with strong experience; for northeast independent. Please write fully. Include salary desired and when available. Box 181, BROADCASTING.

Wanted — Experienced time-salesman. Daytime station in Texas on the air since February. Full time application pending. Latest Hooper shows remarkable audience growth. Staff young with plenty of radio knowhow. Commission fifteen percent. Adequate drawing account. Give complete background, also photograph in first letter. Box 182, BROADCASTING.

Wanted—Announcer who can write copy and who knows something about selling radio time. Mutual affiliate in Southwestern city under 20,000. Write Box 190, BROADCASTING.

Top announcers. Imperative this network station have one more professionally polished, thoroughly experienced announcer. For man with outstanding commercial voice we will provide excellent salary, security and splendid opportunity for advancement to program director. Send audition and background at once to Dale W. Scott, KCSJ, Pueblo, Colorado.

Top Announcer - Sportscaster, writer. Send photo, disc. Western paradise. Station KPRK, Livingston, Montana.

Wanted — Versatile, dependable announcer. 1000 watt daytime. Good future for right man. Send references, disc, photo, salary requirements to KSOK, Arkansas City, Kansas.

Wanted: 2 engineer-announcers for NBC affiliate. Starting salary $55.00 weekly. Call or wire WCRS, Greenwood, S. C.

Opening—Experienced announcer for 1,000 watt full time Mutual affiliate. Send transcription and all information with first letter. All transcriptions returned and letters answered. Also, have opening for first class copywriter. Radio Station WGAD, Gadsden, Alabama.

Sales manager for Tobacco Network wanted at once. Fixed salary with good commission override. Want resident sales manager desiring to stay in south. Applicant must be interviewed personally in Raleigh at own expense. Send written application: Billy Hodges, President, Tobacco Network, WGTC, Greenville, North Carolina.

Engineers—First class license 1 KW day 10 KW FM in progress. All details in first letter, experience, salary expected, family, etc., to Chief Engineer, WHTN, P.O. Box 2165, Huntington, West Virginia.

Help Wanted (Cont'd)

Wanted — Announcer, preferably veteran, immediately. WICY, Malone, N. Y.

Announcer wanted immediately. Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

Announcer—experienced, versatile, good education. 1000 watts, AM, 15,000 watts, FM-station. Excellent opportunity. Give complete details and photograph—WMIX, Mt. Vernon, Illinois.

Announcer wanted for thousand watt independent daytime station. Must have previous experience. Send photo, references, and audition disc to Don C. Wirth, General Manager, WNAM, Neenah, Wisconsin. Single man preferred because of acute housing shortage.

Manager—One kilowatt daytime station. Moderate salary plus percentage net profits. Reply WWBZ, Vineland, New Jersey.

FM construction engineer, licensed announcers. RRR, Personnel Service, Box 413, Philadelphia.

Sales Manager with a proven record is offered unusual opportunity with new daytime station in eastern major city. Also openings for aggressive salesmen. This city is not plagued with too many stations. Box 209, BROADCASTING.

Wanted—Morning disc jockey who can write sharp commercial copy. 250 in active market offers good base plus talent and future. Rush transcription and details to Box 208, BROADCASTING.

Announcer—Immediately; must be experienced. Permanent position. Airmail complete details to WKNP, Corning, New York.

Experienced time salesman for midwestern local network affiliate. Only station in city of 40,000. Unlimited opportunity for hard worker with selling ideas. Available only for someone who plans to settle permanently in town and job. Box 211, BROADCASTING.

Wanted first phone to operate 250 watter. No control work. We are installing 10 kw FM and new studios this summer. W K P T Kingsport, Tennessee.

Situations Wanted

Engineer, experienced, studios, transmitter, ten years; complete offer please. Box 975, BROADCASTING.

Radio dramatic director for agency or radio station. Young woman with several years finest training. Now assisting dramatic director. Good commercial sense. Box 977, BROADCASTING.

General manager available. Family man, fifteen years experience. Mature, sober, dependable. Top record and references. Prefer south. For interview write Box 3, BROADCASTING.

Engineer, veteran, experienced. Desperate need of position with station either in New York, New Jersey, or Connecticut. No floater. Box 78, BROADCASTING.

Announcer-engineer, 1st class radio telephone. Thoroughly experienced. Top-notch announcer. Engineering secondary, 28, married, one child, dependable. All offers considered. Box 82, BROADCASTING.

Two announcers—Ambitious vets, grads leading Radio City school, college backgrounds. Available together or individually. Box 110, BROADCASTING.

Station manager - program manager. Seeking permanent postwar post after four years as top government radio exec prefaced by six years as program manager in private industry and seven years pre-radio administrative experience. Box 122, BROADCASTING.

Fully experienced announcer. 10 consecutive years. Completely dependable family man, 29. Now managing government station. Desires position chief announcer-program director good network outlet. Box 176, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Young, talented. Mature, august voice. Two years on small college station; newscasts, commercials, turntables, drama. Desire commercial experience. Audition disc on request. Box 123, BROADCASTING.

Newspaperman, 15 years experience on metropolitan dailies and radio news editor, would like to get back in full-time radio. Box 124, BROADCASTING.

Singing disc jockey, combining friendly ad-lib, smooth tenor voice, seeks break where easy listening pays off. Large singing repertoire with transcribed music or staff musicians. Experience general announcing, news. $75.00 minimum. Midwest or east. Box 125, BROADCASTING.

Disc jockey and newscaster, 10 years' experience handling all types announcing assignments. Now featured at station with record show fully sponsored. If you need hypo for your Hooper, this is it. Box 126, BROADCASTING

Production man—6 years experience. Announcing and newscasting of exceptional quality. Excellent references, college education. Available September 15. Box 127, BROADCASTING.

Announcer-operator: 26 years old, two years radio. 1st phone. Disc on request. Prefer west coast. Write Box 128, BROADCASTING.

Announcer, college grad, well-trained for radio with some experience plus Army mike work, seeks position in midwest. Available at once. Box 129, BROADCASTING.

Need radio executive? Twenty-two years topflight experience: Announcer, producer, director, sales, sales promotion and station manager. Thorough knowledge all phases station operation. Last position: director of radio prominent New York advertising agency. Finest references. Willing to leave New York. Box 130 ,BROADCASTING.

Disc jockey. Nine years in the business. Before signing new contract, would like to see better offer. Latest survey shows 62.2 in major midwest market. Can do same for you. Write Box 131, BROADCASTING.

Manager or sales manager; successful record same station seven years; tripled sales, excellent contacts with national advertisers; finest references. Box 132, BROADCASTING.

Engineer, 1st class, capable, reliable. Experience on console, turntables, and transmitter in 250 watt Mutual affiliate. Will travel. Available two weeks' notice. Box 133, BROADCASTING.

Announcer—Vet, 24, single. Four years training and background in all phases, capable conscientious. Good references. Box 134, BROADCASTING, 250 Park Avenue, New York.

Farm director available. Desires position with good progressive regional midwest or southwest. Box 136, BROADCASTING.

Experienced announcer in all phases. Top notch sports handling. Will go anywhere. Transcription on request. Box 137, BROADCASTING.

Announcer—One year staff, also music librarian. 25 years, single and college graduate. Disc, photo and references upon request. Go anywhere. Box 138, BROADCASTING.

Engineer: 3 years Naval radio experience. RCA graduate. First class phone ticket. Married. Will travel. Box 140, BROADCASTING.

Now pursuing happiness, CBS outlet now, but unhappy, five years experience all phases, announcing, ad-lib, news, mail-pull disc jockey, plus board operation. Veteran AFRS Italy, Austria, married. Top references, disc. Salary secondary to opportunity. Travel anywhere, almost immediately. Write Box 142, BROADCASTING.

CAN YOU SELL?

Unusual opportunity for experienced salesman as commercial manager NBC affiliate in market of 250,000. Your income builds with your volume. Photo, proof of past performance first letter.

R. W. Dumm, Manager, KNOE, Monroe, La.

WANTED STATION MANAGER

For New England local, non-network, fulltime operation. Man wanted must have sales background. State qualifications, salary, marital status. Enclose picture. Box 210 BROADCASTING.

WANTED NETWORK MANAGER

New Southern Network has opening for Network Manager. If you have had experience in selling regional and national advertisers, send your application including educational background, radio background, list of agencies and stations you have worked for for the past five years with name of your immediate superior. Also send photograph. An excellent opportunity for experienced man in the radio field. Salary plus commission and expenses away from home office. Personal interview is necessary. Write Melvin Purvis, Radio Station WOLS, Florence, South Carolina.

Situations Wanted (Cont'd)

Engineer, RCA graduate, young single veteran with first class license and some experience. Box 139, BROADCASTING.

Experienced commercial announcer, vet-send, 22. Smooth board operator. Have handled production, continuity, special events. Box 141, BROADCASTING.

General manager—If you are looking for a man to take complete charge of your station (or a CP), read this: I have years experience in radio covering all [redacted] of station management plus New York agency experience. I can assume full responsibility for staffing and programming your station (if new), or taking full charge of existing station. I can handle your sales problems, agency or network contacts, and programs. I have actually served in every capacity except engineering, so my experience is first hand—not theoretical. Full references available. Box 28, BROADCASTING.

Announcer: English-Spanish, 18 months experience; veteran, 27, married, one child. Prefer west, southwest station. Disc, photo available. Jim Ortega, 1202 E. 7Tth St., Los Angeles, California.

Announcer, vet, married, professionally trained all phases leading N. Y. school. Disc, photo on request. Will travel. Henry Mintz, 322 East 35th Street, New York City.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

1st phone, 2nd telegraph, interested announcing. 2 years experience radio operator Merchant Marine. Graduate RCA, 21, single, references NBC, New York. Available Nov. 25. Box 162, BROADCASTING.

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Dynamic Disc Jockey

Eight years experience seeks affiliation in a metropolitan market. Highest character and artistic references.

Box 175
BROADCASTING

SPORTS MAN

Thoroughly experienced in play-by-play—football, baseball, and basketball. Desires change from 50-kw to sports active station. Present boss knows of this ad and will furnish recommendation. For interview write Box 177, BROADCASTING.

AVAILABLE SEPT. 1st

Radio Executive Twenty Years Experience Newspaper Owned Stations. Programs, production, public relations, agency contracts, FCC procedure, etc.

Write Box 195 BROADCASTING

I'M LOOKING FOR A SPORTS-MINDED STATION. I'D LIKE to WORK THERE!

I offer 9 years network play-by-play experience; college and pro football, baseball, basketball, hockey; championship boxing, track, tennis, golf, Expert news, special events man. Employed now major outlet, not enough sports. Excellent references.

Box 93, BROADCASTING.

WORLD RADIO UNIVERSITY

Wants to hear from educators, engineers, lawyers, linguists, stations, students, and others interested in this project.

David Darrin
P. O. Box 2002, Washington, D. C.

Situations Wanted (Cont'd)

Announcer-disc jockey. Attention middle eastern stations! Are you looking for a man with a good radio voice, personality, experience, and immediate availability? If so, write Box 146, BROADCASTING.

Available immediately. Man—9 years radio, all phases—250 to 5000 power. Specialty: ad lib, news, program directing. Work anywhere, married, 3 children. Write me and I'll phone you. Box 147, BROADCASTING.

News editor—Rewrite, news, sports announcer, best references. Will improve your regional and local coverage. Ten years' experience, all phases of radio. Box 156, BROADCASTING.

General manager-program director-engineer. Desire change due to highly unfavorable working conditions. 10 years in general and program management. Also, have ticket. Excellent reputation, network experience, and capable of coordinating sales, program and engineering personnel for most efficient, economical operation. Veteran, married, sober, dependable and ambitious. You can't lose. Any place considered, prefer West. Box 157, BROADCASTING.

Ten year veteran all major sports is desirous of making change. Solid sponsorship for entire period. Excellent references. Can and will deliver at the right price. Box 159, BROADCASTING.

Two announcers, each with four years experience with more than two spent on large network station. Experienced in programming, play-by-play sports, news special events, disc shows and staff work. Best of references. Audition disc upon request. Box 161, BROADCASTING.

Continuity director and woman's commentator desires change to permanent position in Florida. College grad and experience in all phases of radio production, especially commercial script writing. Will accept any position offered in Florida. Salary no object. Box 160, BROADCASTING.

Announcer-mature. Now employed. 15 years theatrical background. One year commercial announcer 1000 watt Mutual affiliate. Experienced control board operation. Want small progressive station with permanent future. Salary secondary to opportunity. Disc on request. Box 51, Ludington, Michigan.

Radio newsman. Available Sept. 1. Combining twenty years of newspaper and radio newsroom experience, including all phases of news show production and presentation; capable of assuming full charge of news department as well as personally doing one or two shows daily; nationally known, with large sectional following; pleasant working conditions more important than actual salary, which is not prohibitive considering what is offered; finest references from previous employers; now vacationing for the summer and ready for new connection Sept. 1. Long, enviable record in public speaking and other promotion activities makes for sure-fire, ring-the-bell tie-in. Box 163, BROADCASTING.

Wanted to Buy

One of radio's top names seeks top-flight network station. West coast preferred. Box 187, BROADCASTING, Confidentially.

Need 385 to 400 ft. tower. Send full information. Broadcasters Services Co., 209½ West 2nd Street, Little Rock, Arkansas.

Distortion and noise meter in good condition. Radio Station WFRL, Freeport, Illinois.

Responsible radio men will buy outright or controlling interest in southeast or southwest fulltime local station. Box 144, BROADCASTING.

Miscellaneous

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

FOR SALE
BROADCAST AM TRANSMITTER

Low level modulated 1 kw linear amplifier. Meets all FCC requirements. Full price: $4,500.00 (or make offer) less tubes, F.O.B., Los Angeles. For full description and prints write J. T. Waring, 1406 Venice Blvd. Los Angeles 6, California

For Sale

Local fulltime Mutual in west Texas; wants working partner. Box 150, BROADCASTING.

1-Oman 5 kw, 220/110 volt 60 CPS gasoline generator. Used less than 200 hours. New condition—$500.00. 2—Amertran 220/22 volt 2 kw filament transformers for Scott Connection @ $15.00 each. 1—Weston type 431 0-15000 volt voltmeter with external resistor—$100.00. 1—G-R 3 Gang 100 RG 100 RG 3 Variac 2 kw, 230 volts per unit, new—$150.00. 1—Temco 250 GSC 250 watt transmitter, new—$700.00. 1—SX 36 receiver—$250.00. 1—Radio Lab dual channel speech inverter. Type RP 3 MB—$50.00. 1—Miller wide band hi fidelity AM tuner, racking mounting—$25.00. Box 167, BROADCASTING.

6-N Presto recorder, used 6 months. 250 lbs. No. 10 copper wire. Presto turntable. Box 169, BROADCASTING.

Consolette-Gates model 30-8 channels, 5 preamps, program amplifier, monitor amplifier. Available September 1st. Excellent condition. A bargain at $750.00. Box 170, BROADCASTING.

Radio Station—In progressive Northwest Georgia area. 1,000 watts, daytime operation now. Best, latest equipment; air-conditioned studios. Priced right. Owner ill. Box 178, BROADCASTING.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale: One new 1000 watt Western Electric transmitter in use since Nov. 1, 1946, in excellent condition; and one 6-B 1000 watt Western Electric transmitter in good condition. Radio Station KVNI Coeur D' Alene Broadcasting Co., Coeur D' Alene, Idaho.

Wi' recorder in new condition. Battery operated. Excellent for on the spot broadcast. $325.00. WHIO, Dayton, Ohio.

Pierce model 55-A wire recorder in good condition, used nine months. Complete with mike, mike stand, three spare spools of wire. Cost about $500 new, what are we offered? Radio Station WINR, Binghamton, New York.

Western Electric 5 kw transmitter in excellent condition. Now operating. Available about August 15, 1947. Complete description on request. WIS, Columbia, S. C.

250 watt Temco transmitter and complete set spare tubes, in operating condition and FCC approved. Write or wire your offer to WLBB, Carrollton, Ga.

For Sale—4,000 feet of No. 10 bare copper annealed wire. Capital Broadcasting Company, Lewistown, Montana.

For Sale—One 23-C Western Electric console, slightly used, excellent condition. Available immediately. $750 f.o.b. Vineland. Reply WWBZ, Vineland, New Jersey.

For Sale—Peirce 55-A wire recorder same as new, 5 extra 1 hour spools $275. WE equalizer assemblies for 9-A pickups. Each $22. WE lateral cutting head $150. WE vertical cutting head $350. RCA 100 watt powerful P.A. horn $90. Damon Recording Studio, Midland Bldg., Kansas City, Mo.

Two G.R. interpolation oscillators 617-C, one G. R. heterodyne frequency meter 620-A, other test equipment at 20 to 40% discount. Send for list. Village Radio Equipment Co., 201 West 16th Street, New York City.

FOR SALE

250 Watt Network Outlet

Rocky Mountain Area

Well established network outlet serving rich Rocky Mountain area. Only station in the city, which has excellent living conditions. Property is very well equipped and splendid opportunity exists for increased power. Price $100,000.00, terms arranged.

BLACKBURN - HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn 1011 New Hampshire Ave. National 7405	Ray V. Hamilton 235 Montgomery St. Exbrook 5672

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
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America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED
BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City..... State.....

Denny, Jett, Durr

(*Continued from page 13*)

him. Mr. Denny had strongly endorsed the Wakefield reappointment.

Although no full explanation has ever been made of this almost unprecedented action, it is known that the President had discussed the Wakefield situation with Mr. Reinsch. The President is represented as far from being in full sympathy with FCC policies and procedures, but there has been no open break.

Mr. Denny, youngest man to hold the FCC chairmanship, has been particularly effective in his dealings with Congress, both as to legislative and appropriation matters. He is highly regarded also in many industry quarters and, despite Blue Book and other crackdown policies which he inherited, has demonstrated a greater degree of cooperation with the NAB than his predecessors in the chairmanship.

The FCC is now all but committed to reorganization under a divisional structure to become effective about Oct. 1 on a six-month trial basis [BROADCASTING, July 21]. It is doubted whether the resignations will crystallize by that time, since the ITC sessions are expected to run at least that long. The best guess on timing is around Christmas.

Mr. Denny has turned a deaf ear to all inquiries about his resignation. It is known, however, that he is concerned about the welfare of his family and the schooling of his children. Resignation as FCC chairman, of course, would carry greater prestige than if he later reverted to a commissionership. That would occur, if there is a change in administration after the elections next year, or if the President in the interim should desire a full-scale reorganization. The latter course is not entirely outside the realm of possibility, according to informed sources. Mr. Denny's term does not expire until June 30, 1951.

The term of Commissioner Jett does not end until 1950. He has been on the brink of retiring from the Commission several times to accept tempting outside offers, but always has been prevailed upon to remain. It is believed that he is committed to Chairman Denny to remain as long as the latter stays on, but not beyond. Like other members of the Commission he has found it difficult to make ends meet on the $10,000 stipend.

Mr. Durr, leading proponent of the Blue Book, evidently has become somewhat weary of the shape of things in Washington, with most of his Lawyers Guild and CIO compatriots out of Government. His losing Blue Book battle, and perhaps his somewhat frail health are seen as contributory factors to his reported desire to retire to the relatively cloistered atmosphere of the campus.

There hasn't been much talk about new FCC appointees, except for the rising tide in favor of practical broadcasters who have met a pay-roll and who know the practicalities of business operations. Mr. Reinsch, of course, would definitely fall in that sphere. He is copartner in an application for a new station in Cincinnati, on which the FCC has rendered an adverse proposed report, and on which oral argument is scheduled later this month. He would be required to drop that application, if called upon by the President to assume the FCC helm.

KBUR·FM

SISTER STATION TO

KBUR

KBUR FM, Burlington — Iowa's FIRST Frequency Modulation station—held its initial broadcast July 21st, 1947 and is now operating on a full schedule.

Inquiries regarding rates and availabilities are cordially invited.

Represented Nationally by

TAYLOR-HOWE-SNOWDEN Radio Sales

Affiliated with the American Broadcasting Company

Final Rule Unlikely By WOKO Deadline

Procedural Steps to Prevent Decision Before September

CHANCES of FCC getting out a final decision on the three-way fight for WOKO Albany's 1460-kc channel by August 31, deletion date for WOKO, dwindled almost to nonexistence last week.

The hearing on the three applicants for the frequency was closed last Friday, after submission of additional engineering testimony. Bulk of the testimony was presented the week before, and in an earlier session at Albany. Observers generally conceded that even with quick work in getting out a proposed decision, the time assured applicants for filing exceptions and the further time needed to hear and consider oral argument would delay issuance of the final decision at least until sometime in September if normal procedure is followed.

This would mean that (1) WOKO be given a further temporary extension of license, or (2) WOKO listeners be without local service on the 1460-kc channel until the final decision is issued and the winner goes into operation.

Litigation Seen

The prospects of litigation were considered great, regardless of which applicant wins.

All three applicants are requesting 1460 kc with 5 kw. They are Van Curler Broadcasting Corp., Joseph Henry Broadcasting Co., and Governor Dongan Broadcasting Corp. Joseph Henry also has applied for license to operate on WOKO's present facilities—1 kw day and 500 w night—pending the proposed 5-kw operation. But questions have been raised about FCC's authority to grant a license without first granting a construction permit for such facilities.

FCC authorities took the position that the Commission has no such authority. Joseph Henry Company then filed an application for use of 1460 kc with WOKO's present power.

The hearing was held before Jack P. Blume, an examiner in FCC's Hearing Division, who will write the recommended decision.

WLS FAIR COVERAGE

400,000 Expected to Witness Stage Show-Broadcasts

AN ESTIMATED 400,000 people will be entertained at shows presented by WLS Chicago at fairs being held this season in the WLS listening area, according to Glenn Snyder, station's vice president and general manager. Three hundred and nineteen fairs and celebrations are on the WLS schedule this season in comparison with 250 last year, Mr. Snyder said.

The WLS *National Barn Dance* was scheduled to open the Illinois State Fair last Saturday night (Aug. 9), with 15,000 persons expected to attend the stage show-broadcast. Among the other large fairs on the WLS schedule are the Indiana and Wisconsin state fairs and the Michigan 4-H Club fair.

WLS estimates that 5,000 visitors will be entertained daily in the *Prairie Farmer*-WLS hospitality tent at the Illinois, Indiana and Wisconsin state fairs. Fifty programs totaling 18½ hours are to be broadcast from the four state fairs in the WLS area. Members of station's program, editorial, production and engineering departments will be on hand to conduct activities and to greet listeners.

KAGH Opening

KAGH, new FM station in Pasadena, Calif., will have its formal opening Aug. 20 in grand style. The licensee, Andrew G. Haley, Washington attorney and counsel to the International Telecommunications Conference in Atlantic City, announces that he has hired the Civic Auditorium and expects it to be filled with more than 3,000 persons. Highlighting the program will be the GE FM demonstration with movies, speeches by government officials, Hollywood entertainers and a dance following the show. KAGH has been on the air with an 8-hour daily schedule since June 15.

Next Congress

(*Continued from page 13*)

organization of the Office of Information and Cultural Affairs into the Office of Information and Education, but some time was devoted to plans for revitalization of the Foundation idea. There was no indication that Mr. Benton is planning any further conferences with the radio industry but rather will take the issue directly to Congress.

He will, however, probably attempt to dramatize the "need" for the Foundation in public statements, speeches and other approaches likely to gain the attention of radio and press people. It was such a campaign as this that virtually forced Congress to backtrack on an initial determination to completely eliminate cultural and informational activities in the State Dept.

GOLDMAN IS PROMOTED TO NEW FCC POSITION

PROMOTION of Max Goldman to the new post of assistant chief of FCC's Litigation and Administration Division was announced by the Commission last Thursday.

Mr. Goldman

The position was created "to aid in the handling of the greatly increased volume of litigation and other work of the division," FCC explained. The division is headed by Harry M. Plotkin, assistant general counsel.

Mr. Goldman has been with FCC since August 1941 except for service from September 1944 through October 1945 as law clerk to Judge Learned Hand of the U. S. Circuit Court for the Second Circuit.

He has been actively engaged in all phases of FCC litigation in the courts and has participated in substantially all Commission cases in the Supreme Court during the last six years. These include the Networks cases, the New York Accounting case, and Scripps-Howard, Ashbacker, and WOKO Albany cases.

Mr. Goldman was graduated from the College of the City of New York in 1936 and from Columbia Law School in New York in 1940.

BMI Denies Charges of Discrimination Levelled by Small Music Publishers

CHARGES that executives of Broadcast Music Inc. had discriminated against small publishers among its affiliates were made last week in a letter sent to station owners by Perry Alexander who described himself as chairman of the "BMI Small Publishers Committee."

The charges were quickly denied by Carl Haverlin, BMI president.

Mr. Alexander, who said his committee was composed of 100 BMI affiliated small publishers, called on broadcasters to appoint a committee to meet with the small publishers group to discuss publisher relations. He alleged that an "iron curtain" surrounded the executive and business offices of BMI and that small publishers who have sought financial assistance from the licensing society had been "met with rudeness, arrogance and downright insults" from Sydney Kaye, vice chairman and general counsel; M. E. Tompkins, vice president and secretary, and Robert J. Burton, assistant secretary.

Mr. Alexander accused Messrs. Kaye and Burton of following "a policy of self-seeking," and he alleged they had "cut out a private preserve for themselves at the expense of your company."

Messrs. Kaye and Burton, he asserted, "privately represent clients who are BMI publishers, said publishers receiving large advances from BMI."

Mr. Haverlin categorically denied the charges and said Mr. Alexander's statements "have no justification in fact." He characterized Mr. Alexander as having been "continually dissatisfied with the payment he has received," but pointed out that BMI pays publishers on the basis of performance and "the entire catalog for which Mr. Alexander has granted us performing rights" consists of six tunes none available to broadcasters in recorded form. "It is wholly untrue," said Mr. Haverlin, "that any one connected with our organization represents any music publisher and no one at BMI has a 'deal' from which he profits directly or indirectly."

AFRA Convention

NATIONAL Convention of the American Federation of Radio artists will be held Aug. 14-17 at New York's Hotel Astor. Meetings are planned through Sunday. On agenda for Friday are talks by George Heller, national executive secretary, and Frank Reel, his assistant. Taft-Hartley Act and Lea Bill will be discussed Saturday, plus a television report. National officials will be chosen Sunday.

TV Assn. of Philadelphia Plans Aug. 20 Meeting

ANALYSIS of the national and local television audience with the latest figures on receiver set distribution will be among the features of a meeting Aug. 20 of the Television Assn. of Philadelphia.

J. R. Poppele, vice president of Bamberger Broadcasting Co. and president of the TBA, will report on the national picture, telling of projected set distribution, current status of stations, network facilities and plans, and will give a forecast of television 1948 prospects. Other speakers will be John Morrison, managing director, Electrical Assn. of Philadelphia; Kenneth W. Stowman, WFIL-TV director and president of local association, and Rolland V. Tooke, assistant general manager, WPTZ Philadelphia.

Baptist Workshop

FIRST workshop of the radio committee of the Northern Baptist Convention will be held at the Northern Baptist Assembly in Green Bay, Wis., Aug. 18-22 with 25 selected representatives of all the official agencies of the convention in attendance. Representatives from the Goodyear Tire and Rubber Co. and Kudner Agency Inc., will elaborate on their program, *The Greatest Story Ever Told*, following which will be a discussion by church officials on how they can best use and support the radio program.

SMALLEST RADIO SCHOOL

Council on Radio Journalism Has 3 Pupils; NAB Cooperates in Plan

SMALLEST radio school in the country, with most professors per pupil, is providing actual broadcast news experience for journalism teachers at three universities. The school is in its third year, under auspices of the Council of Radio Journalism, NAB, and American Assn. of Schools and Departments of Journalism.

Three pupils attend the school as "internes," each learning through 13 weeks of actual station work what goes on in the news department of a broadcast operation. "Dean" of the school is Arthur C. Stringer, NAB Director of Special Services.

Edwin H. Johnson, assistant professor of journalism, South Dakota State College, is interne at WSYR Syracuse. He has journalism degrees from U. of Colorado and U. of Missouri and during the war was information specialist in the AAF.

Paul Krakowski is interne at WHAM Rochester. After completion of his interneship he joins the Henry W. Grady School of Journalism, U. of Georgia. He has degrees from Westminster College and U. of Wisconsin.

Carleton J. Smyth, interne at WOC Davenport, Iowa, after completing his work at the station will become assistant professor of journalism at Kent State U., Kent, Ohio. He is a graduate of Columbia School of Journalism, was employed on the *Washington Times-Herald* and taught at Duquesne U.

Sterling, American, RCA Renewing 6 NBC Shows

NBC last week announced six program renewals, four of which are sponsored by Sterling Drug Inc., Wheeling, W. Va. Shows renewed by Sterling on NBC are: *Backstage Wife*, Mon.-Fri., 4-4:15 p.m.; *Stella Dallas*, Mon-Fri., 4:15-4:30 p.m.; *Lorenzo Jones*, Mon.-Fri., 4:30-4:45 p.m., and *Young Widder Brown*, Mon-Fri., 4:45-5 p.m. Agency is Dancer-Fitzgerald-Sample, New York.

American Tobacco Co., New York, renews the *Jack Benny Show*, Sun., 7-7:30 p.m., through Foote, Cone & Belding, New York and Radio Corp. of America, New York, renews the *RCA Victor Show*, Sun., 2-2:30 p.m., through J. Walter Thompson Co., New York.

KECK

Odessa, Texas

The Music and News Station

takes pleasure in
announcing the appointment
of

Donald Cooke, Inc.

National Station Representatives

New York
551 Fifth Ave.

Chicago - Hollywood - Detroit

920 kc KECK 1000 w

Jan King, Manager

WEAW, Model FM, Making Money

WITH an entire staff 25 years old or under, the seven-month-old WEAW (FM) is fast becoming a model station. FM stations throughout the country are watching it. Not only does it have a reputation for fine programs and news coverage, but it also is already making money. Its success story is presented here.

Seven-Month-Old Station Has Young Staff With Ideas

By JOHN W. OSBON

THIS IS THE STORY of a comparative newcomer in the FM field—WEAW, which has proved in seven months that FM operation can be a r e s o u n d i n g financial success. WEAW is owned and operated by the North Shore Broadcasting Co., Evanston, Ill.

Aside from the fact that advertising revenue has covered the entire cost of operation since WEAW's first broadcast, the station is staffed largely by World War II veterans. President and manager is 25-year-old Edward Wheeler, an ex-marine, while Leonard Dayton serves as vice president and treasurer. Mr. Wheeler, formerly of Pasadena, is a Stanford U. graduate.

The youth of its staff stands out impressively—no member is over 25 years of age. And WEAW is intimately tied up with one of the great Midwestern towers of higher education—Northwestern U., with which the station cooperates for its program fare.

WEAW's success has exceeded by far the expectations of Ed Wheeler, who originally went on record as "hoping" that by the end of its first year of operation WEAW would be 50% commercial. But a few days before station went on the air Mr. Wheeler reported an unusual response from advertisers to its first published rate card. The Evanston FM-er began operation Feb. 1 with 25 sponsors who were willing to take a chance.

Low Initial Rates

The list of sponsors soon grew, in fact almost doubled within the relatively short period of five months. Today WEAW has approximately 45 sponsors, including nine regional and national accounts placed through Chicago agencies and accounting for between 50% and 60% of its commercially-sold airtime.

Basis for the sales, Mr. Wheeler stressed, revolves around two factors: (1) The station guaranteed sponsors low initial rates for a period of two years and (2) promised availability of good airtime during initial operation.

WEAW's rate schedule for studio-originated programs follows:

Class A (5-10 p.m.)—

1 hour	$30
½ hour	$18
¼ hour	$12
5 minutes	$6
50 words	$3

Class B (all other time)—

1 hour	$20
½ hour	$12
¼ hour	$9
5 minutes	$4
50 words	$2

Programs originating from points outside the WEAW studios are subject to special charges. Commission allowed recognized advertising agencies on net time is 15%. No cash discounts are given.

Monthly operating expense of WEAW, according to Mr. Wheeler, is $1,700. If the present rate of profit continues, he says, the station will have realized by year's end about 20% ($10,000) of its original overall investment of $50,000. (WEAW had to build its own tower and station, buying property rather than renting it, and Mr. Wheeler believes that an FM station not confronted with this obstacle can be launched for $10,000.)

Commercials Restricted

The station has laid down a few rules. For one thing, commercials are restricted both as to content and length. Singing commercials and specific mentions of installment buying or prices are taboo. And that old bogey of both AM and television—commercial in the middle of a newscast—is strictly out. (WEAW, incidentally, charges 15% above its regular program rates for sponsored newscasts.) And, finally, no spots are sold during evening hours. WEAW points out that both audience and sponsor reactions to these limitations have been "favorable."

The station, maintaining a 65-hours-a-week broadcast schedule, makes effective use of "block programming." (WEAW is licensed to operate full time but goes on Mon.-Fri., 3-10:30 p.m.; Sat., 12:30-10:30 p. m., and Sun., 10 a. m.-10:30 p. m.). Popular music prevails during afternoon hours, while classical and semi-classical is aired between 6 and 10 p. m.

WEAW offers a wide variety of programs. Among them are: *Boy on the Street*, which features interviews with grade-school boys; *The Flying Reporters*, devoted to information about private aviation in the Chicago area; *Critic's Corner*, which features Norman Ross Jr., son of the Chicago radio veteran, in comments on the news of forthcoming plays and concerts; *Flight Time*, a weekly show put on by personnel of Glenview Naval Air Station; *Spotlight on Talent*, featuring instrumental and vocal artists; *H. J. Jaro Presents*, weekly cultural program by H. J. Jaro,

Mr. Wheeler speaking at Northwestern U.

European commentator and author; *Peace Fronts*, program of Evanston's World Republic group dedicated to international peace, and *Club Downbeat*, a disc m. c. show highlighting Bill Branch, Negro announcer, and sold to colored merchants.

Editorial Commentary

Included also is *Editorial Page of the Air*, a venture into what was until recently a no-man's land—station editorialization. This is a weekly program conducted by Prof. Curtis D. MacDougall, of Northwestern, and features comment and subject material of current local news flavor.

WEAW, by virtue of its proximity to Northwestern, has worked diligently with the university, which figures prominently in the station's local news coverage, not to mention its actual programming operation. Northwestern's Medill School of Journalism provides news coverage under the experienced eye of Baskett Mosse, former NBC news editor.

A number of newscasts originate on the N. U. campus, and the station makes good use of its Webster wire recorder to treat local events with an adequate provincial slant. For example, when a Navy seaplane crashed recently in Lake Michigan just off Wilmette, a Chicago suburb adjoining Evanston, WEAW made an on-the-spot pickup of the rescue work and it was put on the air a short time later.

The station also takes UP wire services to supplement its own news bureau.

Under its working arrangement with Northwestern, three evening half-hour periods a week are given to programs which emanate from the university's Depts. of Speech and Journalism. A daily 15-minute period is allocated to the Evanston Council of Social Agencies, which in turn provides programs by each of the 51 agencies included in the council structure. Weekly programs are broadcast by two high schools, while two Sunday morning church services are carried as sustaining features.

Serves Chicago, Suburbs

WEAW, a Class A station, uses a 250-ft. tower, with two-bay antenna and provision for eventual four-bay. Its transmitter is a 250 w General Electric, and it operates with effective radiated power of 310 w, while its ultimate power is 665 w. According to Mr. Wheeler, the station covers the Chicago and suburban area, with consistent reception having been reported up to 135 miles away.

While WEAW operates at present on Channel 282 (104.3 mc), the FCC under its new FM allocations plan has tentatively set aside for the station Channel 244 (96.7 mc). Since WEAW was the first Class A FM station on the air in the Chicago area, it has its choice of available channels.

WEAW sends out informal letters periodically to keep its listeners abreast of FM activities in general and its own operations in particular. Listeners are encouraged to call the station if they have any questions about or difficulties with FM receivers.

Aimed at Dealers, Too

Part of the station's campaign to make Chicago and its suburbs FM-conscious is directed to dealers themselves. WEAW makes it known that it is "happy to cooperate in every way possible in publicizing and promoting the sales of your new FM sets" and asks that it be advised whenever dealers get a new shipment in.

Listeners are encouraged to "just drop in at WEAW any afternoon or evening and make yourselves at home."

The station is running a weekly ad in *The Evanston Review* to inform readers about the "general

FACTS *to prove the pulling power of* **WLBR....**

22,000 pieces of mail recorded during the past three months (No give-aways).
4,000 pieces of mail in ONE MONTH FOR ONE PROGRAM.
200,000 REGULAR listeners in Central Pennsylvania reaching six counties and covering five cities.

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

Julian Skinnell, Operations Manager
Radio Advertising Company, National Representatives

fact of FM" and its own programs. Each week a different sponsored program is featured in the ad.

Several WEAW sponsors make a practice of inserting a small note about their radio programs in their own newspaper ads each week.

One of WEAW's most enthusiastic sponsors is Norman Ross & Co., headed by the Chicago radio veteran. Of WEAW Mr. Ross has said:

"We think so well of the station that we sponsor a short half-hour program on WEAW each evening . . . This station is a model for the entire country. Dozens of organizations planning to establish FM . . . come here (to Evanston) to see how it is done . . . Besides having a model transmitter and studio setup, WEAW is one of the first FM stations to have commercial programs. The pattern set . . . is a dignified one . . ."

Mr. Ross thought "so well of the station" he took an ad in an issue of *The Evanston Review* to so inform readers.

Cites Community Interest

Ulmer Turner, radio editor of a Chicago newspaper, recently singled out WEAW as "this column's nomination for an FM station that ought to get some sort of award for its community interest."

Youth, vision, enthusiasm, a sensible commercial policy and a genuine desire to be of public service—these are the principal ingredients in the success story of WEAW, which already has become an institution in Evanston.

AFM

(Continued from page 15)

New York negotiations with major studios failed to elicit much information, drawing the threats from Mr. McCann. Maury Paul, local board member, could not recall that Mr. Petrillo had called the television clause a "must" during negotiations. Henry Roth, a violinist, took a similar stand, as did Ray Menhennick, another musician who participated in negotiations.

Further inquiry into the movie-television problem will be held in New York next month, Chairman Kearns indicated. Chairman Fred A. Hartley, Jr. (R-N. J.) of the full House Labor Committee, took an active part in the Los Angeles hearings.

Questioning centered around an AFM contract signed with major movie producers in April 1946 which expressly forbade use of sound track or films containing pictures of federation members performing on musical instruments for television broadcasts. This is applicable to all films "heretofore made or which will be made prior to the expiration of this agreement and thereafter."

Milton Schwartzwald, general musical director of Universal International Inc., declared his company had sought a compromise with Mr. Petrillo recently. He added that word had just reached him that acceptance of a compromise offer might soon be forthcoming from AFM. Mr. McCann asked him if this might not be the result of pressure brought by the Congressional investigation of AFM. Mr. Schwartzwald admitted that such apparently was the case.

I. E. Chadwick, president of Independent Motion Picture Producers, pointed out that members of his organization had been selling their product to television stations and the introduction of the restriction was a direct blow.

WLNH AT LACONIA, N. H. IS SOLD FOR $45,000

SALE of WLNH Laconia, N. H. (1340 kc, 250 w), to Warren H. Brewster and owners of WOTW Nashua, N. H. [BROADCASTING, June 9], was approved by FCC last Thursday. Sale price was $45,000. Sellers were Vernon Mason and the Malcolm Jenney Estate as equal owners of Northern Broadcasting Co., WLNH licensee.

Mr. Brewster and his associates bought the station in the name of Northern Broadcasting Corp. Mr. Brewster, formerly with WMUR and WFEA Manchester, N. H., is president, owns 5%, and will be general manager, with the present manager, Martin Avery, as assistant. F. Homer Wingate, principal owner of WOTW (70%) has a 0.5% interest and his wife, Genevieve, has 75%. Elmer F. Blakey, 5% owner of WOTW, has 14.5%, and Antoine A. Guertin, also 5% stockholder of WOTW, has 5%.

FCC also approved assignment of license of WLBB Carrollton, Ga. (1100 kc, 250 w, day), from Carroll Broadcasting Co., a partnership, to a corporation of the same name [BROADCASTING, May 26]. Stock is held in equal shares by the present partners: Thomas Carr, president; J. E. Duncan, Roy Richards, and Robert D. Tisinger.

WIS Is First Subscriber Under New BMB Project

WIS Columbia, S. C., has become the first BMB subscriber under the tripartite research organization's new 15-point plan [BROADCASTING, July 28]. A check for the first year's subscription in advance was sent BMB by G. Richard Shafto, WIS general manager, even before he had received a contract form. Mr. Shafto on May 16 had notified BMB that the WIS renewal was dependent on a "three or five-year subscription plan that omits reference to non-subscribers, settles the question of survey frequency and provides us with a reasonably accurate year-to-year cost of participation."

As a member of the NAB board which rejected BMB's proposed 1948 nationwide survey and of the special committee appointed to help BMB work out a long-range plan, Mr. Shafto participated in developing the 15-point program which the NAB board subsequently approved.

NEGOTIATIONS which provide MBS affiliation for Hudson Valley Broadcasting Co.'s new AM outlet, WROW, in Albany, N. Y., are completed by Harry L. Goldman (seated), general manager of the station, and Robert A. Schmid, vice president in charge of station relations for MBS. WROW, scheduled to take the air about Sept. 1, will operate with 5 kw day and 1 kw night on 590 kc.

RELIGIOUS WORKSHOP UNDERWAY IN CHICAGO

CLIFFORD J. DURR, FCC Commissioner, and Hal McCarty, director of radio for the U. of Wisconsin, along with several other distinguished leaders in the field of radio and mass communications, are scheduled to appear at the U. of Chicago's Religious Radio Workshop which opened Aug. 4 for a 25-day session.

The workshop, which is designed for those members desirous of carrying on leadership in religious radio circles, will include seminars and interviews to discuss radio as a means of communication and the contribution religion can offer to radio listeners.

Sunland Wins FCC Favor for El Paso

BASING its choice on local ownership and applicants' plans to participate in station affairs, FCC last week handed down a 3-to-2 proposed decision anticipating a grant to Sunland Broadcasting Co. for a new El Paso station on 1340 kc with 250 w fulltime.

Chairman Charles R. Denny and Comr. E. K. Jett dissented, favoring a grant to Timberwolf Broadcasting Co. because of the "outstanding qualifications" of Major General Terry Allen (Ret.), a 4.28% stockholder who would be general manager of the Timberwolf operation. Comrs. Paul A. Walker, Rosel H. Hyde, and E. M. Webster formed the majority favoring Sunland. Comr. Clifford J. Durr did not participate.

The applications of Seaman & Collins and Del Norte Broadcasting Co., along with Timberwolf Broadcasting, were given proposed denials. All sought the 1340-kc channel in El Paso.

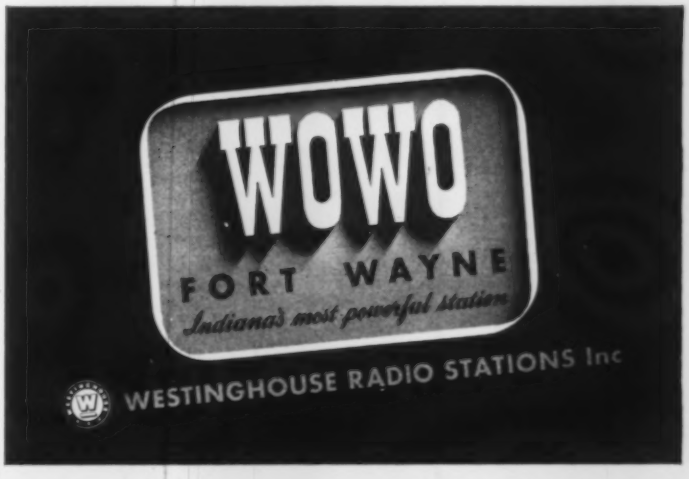
Sunland, which anticipates either ABC or Mutual affiliation, is owned in equal shares by Vincent W. McConn and Carlos L. Carter, partners and co-managers of Credit Bureau of El Paso, and Edward D. Hodge, retired former owner of the Credit Bureau. Mr. McConn would be general manager of the station and Mr. Hodge also would devote fulltime to its operation.

Ownership of the others:

Timberwolf Broadcasting Co. — Maj. Gen. Terry de la N. Allen (Ret.), who commanded the First Division and later the 104th Timberwolf Division in Africa and Europe during World War II, is president and owns 4.28% (ultimately would have 11%). S. M. Murchison, businessman, has 74.29%, and W. T. Conley, petroleum products distributor, owns 21.43%.

Seaman & Collins—Equal partnership of Bleecker P. Seaman of Washington, D. C., and Carr P. Collins Jr. of Dallas, vice president and general manager of KWBU Corpus Christi.

Del Norte Broadcasting Co.—Headed by Douglas Butler, El Paso outdoor advertising man (10%). William B. Dolph, 15% stockholder of KJBS San Francisco and interested in other stations, and executive vice president of American Broadcasting Stations Inc., which owns WMT Cedar Rapids, has 10%, and American Broadcasting Stations has 15%; Mrs. Gladys Dempsey, wife of New Mexico's former Gov. John J. Dempsey, has 24%; A. R. Grambling, El Paso attorney, has 20%, and R. E. McKee, also of El Paso, has 21%.



At Deadline ...

NEW LOCAL STATION GRANTED AMSTERDAM, N. Y.

PROPOSED DECISION issued by FCC Friday anticipating grant to Community Service Broadcasting Corp. for new station at Amsterdam, N. Y. on 1490 kc with 250 w full-time. Denial proposed for Amsterdam Broadcasters' application for same facilities. Comr. Clifford J. Durr did not participate in decision.

FCC based its choice on "the experience and local backgrounds of the officers, directors and stockholders of Community Service Broadcasting Corp."

Community Service is owned by 17 stockholders headed by Arthur Carter, who has done public relations work for WSNY Schenectady for past year. He has 38.26% interest in proposed station and would be general manager. Other stockholders, all of Amsterdam, include:

Ralph H. Kurlbaum and Felix J. Aulisi, secretary and treasurer respectively, 1.28% each; Frederick C. Aber Jr., Howard L. Shuttleworth and Herbert L. Shuttleworth, 12.75% each; William Bartyzel and George A. Dickson, 3.83% each.

Owners of Amsterdam Broadcasters:

Peter J. Sargalis and Thomas W. Leavenworth, business and professional men, both of Amsterdam, and Richard O'Connor Jr. of Slate Hill, N. Y., who aided in establishment of WALL Middletown, N. Y. They are equal owners of Amsterdam Broadcasters. Mr. O'Connor would be general manager.

WWPN TRANSFER SOUGHT

FCC CONSENT to transfer of CP for WWPN Middlesboro, Ky. (1490 kc, 250 w) from E. P. Nicholson Jr. and John Wallbrecht, doing business as Pinnacle Broadcasting Co., to Elmer Dennis Smith and Tom Crutchfield, trading as Smithfield Broadcasting, sought in application reported by FCC Friday. Consideration: $3,206.38 to cover expenses incurred. Mr. Smith, coal operator, and Mr. Crutchfield, office manager of coal company, have equal shares in Smithfield Broadcasting. Grant for WWPN issued in January [BROADCASTING, Jan. 13]. Construction not yet started. Reason assigned for transfer: Ill health of Mr. Wallbrecht.

ITU-UN TO MEET

NEGOTIATIONS for setting up working relationship between International Telecommunications Union and United Nations will start this week at UN headquarters, Lake Success, New York, with purpose of coordinating activities of various specialized UN agencies which have interests related to telecommunications. ITU negotiating committee named Friday at plenary session of International Telecommunications Conference.

PHIL BOWMAN, formerly with Dancer-Fitzgerald-Sample, Chicago, as producer of *Ma Perkins* program, joins Young & Rubicam, Chicago, Aug. 11 as radio program manager. He replaces Rupert Lucas, resigned.

SCOTT McLEAN, former international media director of Grant Advertising, New York, has joined Compton Advertising, New York, as spacebuyer.

RUPERT LUCAS resigned as radio program manager of Young & Rubicam's Chicago office. Marion E. Reuter, timebuyer, currently filling job.

FCC APPROVES JONES' WITHDRAWAL AS APPLICANT

WITHDRAWAL of Robert F. Jones, FCC Commissioner-designate, from station ownership field became official Friday. Comr. Rosel H. Hyde, presiding in motions hearing, granted petition for amendment of Northwestern Ohio Broadcasting Corp.'s application to reflect Mr. Jones' sale of 18.18% interest to George E. Hamilton, another stockholder, for price he paid, $2,900 [BROADCASTING, July 14].

Stock sold included shares Mr. Jones had acquired from Edward Cooper, communications adviser to Senate Interstate & Foreign Commerce Committee, who also withdrew from firm. Northwestern Ohio has FM grant for Lima, Mr. Jones' hometown, and is one of three AM applicants in hearing for 1150 kc. With revision in firm's ownership setup, FCC ordered further hearing Aug. 24 in proceeding, which involves Northwestern Ohio, of Lima; WOOP Inc., Dayton; Sky Way Broadcasting Corp., Columbus. Mr. Jones, as Commissioner, can have no station interest. He takes office Sept. 3.

PARAMOUNT DELAYS TV ACTION

PARAMOUNT Pictures, faced with expiration this week of second 90-day period to decide on sale or retention of its stock in Allen B. Du Mont Labs., had made no decision by Friday, with indications movie company would not dispose of Du Mont stock at least for present. FCC ruled Paramount's holdings in Du Mont make two companies one as far as licenses go, turned down Paramount applications for video stations in Boston and Dallas because grants to Du Mont in New York, Cincinnati, Pittsburgh, and to Paramount in Los Angeles and Chicago constitute maximum allowed any one licensee.

LANDON GETS STATION

ALF M. LANDON, former Kansas Governor, received grant for new daytime station at Leavenworth, Kans., on 1410 kc with 500 w, FCC announced Friday. GOP's 1936 Presidential nominee also had grant for Englewood, Col., but gave it up with plan to re-file for Denver (story on page 77). He's 65% owner of Seward County Broadcasting Co., AM applicant for Liberal, Kans.

HOTELS PLAN $8,504,750 IN RADIO EXPENDITURES

HOTELS will spend approximately $8,504,750 on radio equipment in near future, according to *Hotel Monthly* survey which asked hotels what rehabilitation and refurnishings they planned. Included in survey were hotels with over 100 rooms. Greatest demand found among those with 500 rooms and over (42%), but largest sum will be spent by 100-199 room group ($2,274,750). Figures are based on estimate of $40 per room installation cost, which covers four-channel equipment with loud speaker volume control and program selector switch in each room.

In answer to question of what new furnishings were most needed in guest rooms, 36% answered radios.

BMB's 34 SUBSCRIBERS

BMB announced Friday 34 subscriptions ha been received. Contracts for subscribing BMB's new 15-point program were mailed Aug. 1. First 34 subscriptions represent stations ranging in power from 250 w to 50 k in 21 States. They are: WIS WSOC WDR WCAU KFRO WTAR WMRN WHBF WSA KOCA WBNS KOTA KTSA KVOL WTH WSAR WKNE WPTF WISH WHEC WNE WOPI KRNT WAPO WHCU WGBI WCH WCTC KOLT WJBO WCSH WLBZ WLA WRAK.

Closed Circuit

(*Continued from page 4*)

three years. Script, in final okaying stage la week, also cites U. S. listening audiences an regulatory role of FCC.

WILL RAY C. WAKEFIELD, former Re publican member of FCC whose renominatio was summarily withdrawn by President Tru man, receive appointment to another Federa post? Californian, an attorney, was planning to enter private law practice following Jun 30 expiration of his term. But it now is re ported President might name him to anothe governmental agency—possibly Federal Powe Commission or ICC.

LABEL of *Sunoco Evening Sun* tentative selected for Ray Henle's new Sun Oil C schedule which gets under way on Aug. over NBC (6:45-7 p.m. Mon. through Fri Top personnel now complete with Fred Morr son, for past decade right bower to Fulto Lewis, top-rated MBS commentator, movin over as broadcast co-ordinator. Sharing 1 minute period with Editor Henle will be Fel Morley, former editor of *Washington Pos* and Ned Brooks, Scripps-Howard Newspap Alliance star reporter. Program, throug Roche, Williams & Cleary, Philadelphia, wi be strongly merchandised via newspaper spo light promotion.

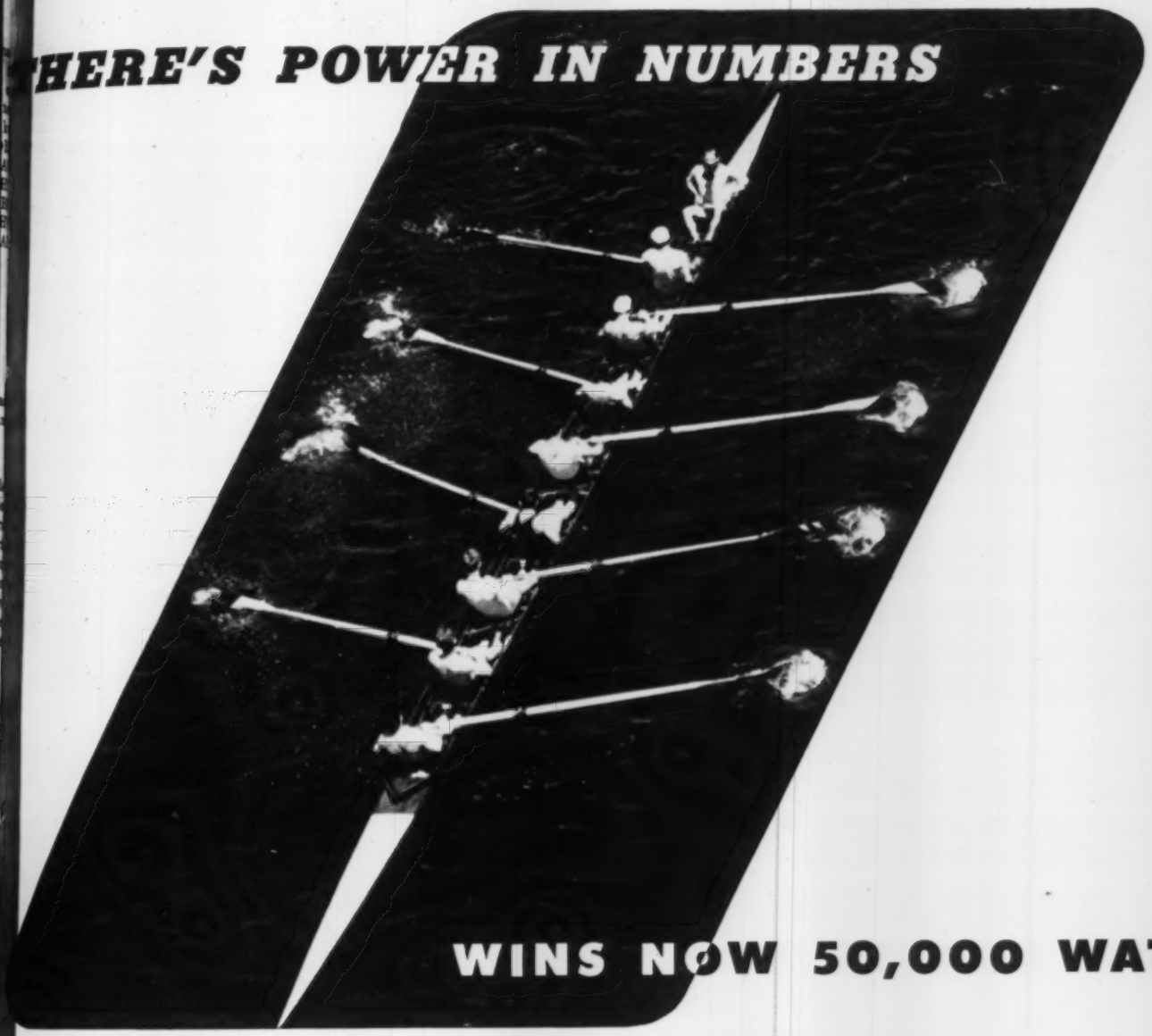
BRISTOL-MYERS Co., New York, reported cancelling television programs as of Sept. Company sponsors two Sunday evening show on NBC television network, commercially o WNBT New York and WPTZ Philadelphia with WRGB Schenectady and WNBW Wash ington carrying them without charge. Pro grams are *Ringside*, placed by Young & Rub cam, and *Party Line*, placed by Doherty, Cli ford & Shenfield.

D. L. CLARK Co., Pittsburgh (candy bars) reportedly interested in sponsoring Bobby Doyle, vocalist recently featured on ABC sus taining show. Sponsor said to be negotiating with ABC for possible fall presentation. Ac count handled direct.

NBC's sweeping top level reorganization pla ing Vice Presidents Kopf, Dyke and McDo ald in new administrative vice presidencies does not conclude reorganization plan. Whil upper echelon now is set, promotions in secon level are in immediate offing.

PROPOSAL for continuing television set su vey on monthly basis in Philadelphia, fir such comprehensive study of video in any cit to be broached to Philadelphia Television Ass meeting Aug. 20.

THERE'S POWER IN NUMBERS



WINS NOW 50,000 WATTS

Just picture each crew member as representing 30,000 watts. That's a total of 240,000 watts, all pulling together. And that is the equivalent strength of the new 50,000-watt directionalized daytime signal which WINS is now beaming across Metropolitan New York City.

Now, for the first time, there is a clear, powerful signal—comparable to the very best now available in the market—to provide better reception at 1010 on the dial.

Programming, too, is much improved with more than a score of new shows and many new personalities presented during the 24-hour-a-day broadcast schedule. Yes, **WINS At Work** means every effort is being made to provide listeners with a more worthwhile radio service . . . to provide advertisers with an honest, resultful medium.

HAVE YOU HEARD THESE NEW WINS PROGRAMS AND PERSONALITIES?

WINS AT WORK

BBC Mystery Playhouse
Cincinnati Summer Opera
Cincinnati Symphony
Conversation At Eight
Let's Visit
Meet Me at the Copa
Morning Matinee
Washington Forum
Washington Front

Youth Demands an Answer
Red Benson
John Clarke
Geoff Davis
Jack Eigen
Don Goddard
Peter Grant
Gil Kingsbury
Jack Lacy

Ruth Lyons
Walter Scheff
Tom Sugrue

WINS

CROSLEY BROADCASTING CORPORATION NEW YORK